

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIX.

NEW YORK, OCTOBER 27, 1909.

No. 4.

DO YOU THINK THIS WILL HOLD HIM FOR A WHILE?

The longer I am in the publishing business the stronger grows my conviction that the average advertiser cares not one picayune about petty bickerings as to circulation between rival publishers.

Nevertheless, the careful buyer of advertising space—especially daily newspaper space—insists upon knowing not only the circulation of my paper, but also and likewise the relative strength of my paper in its field.

And I assure you I am delighted to tell.

On Oct. 9, 1909, I printed the following little article in the TOPEKA DAILY CAPITAL:

The Topeka Daily Capital makes public its exact circulation every day in the year, and has collected sufficient evidence of the actual conditions in Topeka to be able to guarantee its advertisers a larger paid city circulation; a larger paid Shawnee county circulation; a larger paid Kansas circulation than that of its evening contemporary.

If the Capital is in error in making this guarantee, the publisher will gladly retract it and publicly apologize to his brother publisher.

An examination of the circulation books and records of the two papers will quickly dispel all doubt as to which paper has the larger circulation, and will reveal how much give-away or "two-weeks-free" circulation the evening paper has.

The Capital will gladly submit its circulation records to a committee of any three Topeka business men whom the publisher of the evening paper may select.

This offer has been publicly

made before, and has not been accepted.

Will the publisher of the evening paper accept it now?

He will not.

Because he dare not.

—From the Topeka Daily Capital, Oct. 9, 1909.

Up to date the CAPITAL'S challenge has not been accepted.

Why?

The truth is that the TOPEKA DAILY CAPITAL is so far in the lead in local circulation, that its competitor can only maintain a discreet silence on the subject.

In the state, the CAPITAL is the only 7-day-a-week daily, and the only Kansas daily having a state-wide circulation.

In the 50 largest cities and towns of Kansas the CAPITAL has a net paid circulation of more than 21,000. On the rural routes of the State it has 12,000.

And it's all good circulation, in one of the most prosperous, freest spending states in the Union.

The wealth of Kansas has more than doubled in the past 15 years, and is still growing.

Kansas people are feeling good—and are buying everything from automobiles down.

Go after their trade, and go via the TOPEKA DAILY CAPITAL.

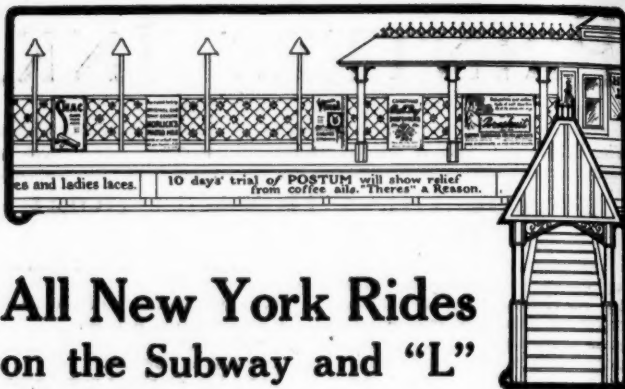
Arthur Capper

Publisher.

Topeka, Kan., Oct. 19, 1909.

My Special Representatives are: Marco Morrow, Director of Advertising, Topeka, Kan. J. C. Feeley, 1306 Flatiron Bldg., New York. Justin E. Brown, 615 Hartford Bldg., Chicago, Ill. S. N. Spotts, 401 Century Bldg., Kansas City, Mo. W. T. Laing, 320 Range Bldg., Omaha, Neb.

TOPEKA DAILY CAPITAL



All New York Rides on the Subway and "L"

EVERYBODY who has to go any distance and arrive at a destination on time, uses the trains of the New York SUBWAY, ELEVATED, and BROOKLYN RAPID TRANSIT. And it is these busy, LONG-DISTANCE passengers—the ones who *ride far enough to read carefully*—who produce for Car Advertisers the very MAXIMUM of results.

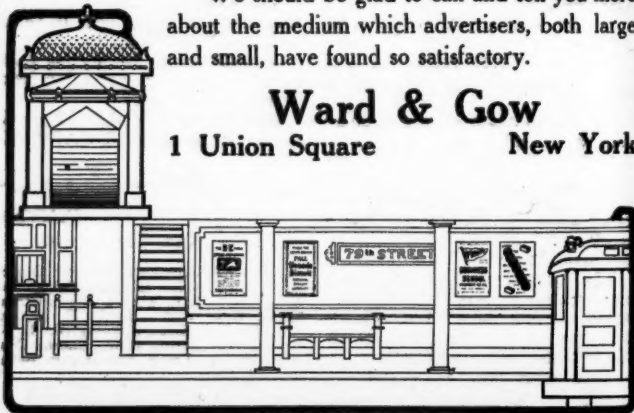
Cards and Posters on these lines are placed DAILY before 2,850,000 *earning, spending, buying* people, and this immense circulation—greater than that of all other local car systems—repeats itself every day of every week in the year. Yet this advertising costs *less* per car than is asked for like space in small cities throughout the country.

We should be glad to call and tell you more about the medium which advertisers, both large and small, have found so satisfactory.

Ward & Gow

1 Union Square

New York



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXIX.

NEW YORK, OCTOBER 27, 1909.

No. 4.

HOW ADVERTISERS KEEP THEIR PRICES FIXED.

AGREEMENTS BINDING JOBBERS FOR
KELLOGG'S TOASTED CORN FLAKES,
INGERSOLL WATCHES, DURHAM DU-
PLEX RAZORS, ETC.—STRIKING DI-
RECTLY AT PRICE-CUTTING DEVICES
—THE AMERICAN SPECIALTY MAN-
UFACTURERS' ASSOCIATION.

By George C. Keppel.

Of course the price agreement has come to stay, and the jobbers and dealers who jump the traces are bound to get the worst of it in the long run.

It remains only for the manufacturers to take the proper steps for protection. There are many loopholes and methods of retaliation which are hard both to avoid and to stop. When I read Mr. Strauss' recent fine article on the war for price maintenance, I thought it was time to let other manufacturers know something about the exact methods which big advertisers take to protect themselves—in other words, the *exact language* of their agreements or contracts with the trade.

When a strong jobber decides to cut prices it is a pretty big battle, with a great many odds against the advertiser, unless he has his "mines" all laid beforehand. Such was the case with Kellogg's Toasted Cornflakes—the advertiser won his battle mostly because of the strong contracts which hammered down and riveted shut the usual loopholes.

The following is the exact wording of the Kellogg contract with jobbers:

CONTRACT

Governing the Sale of Kellogg's Toasted Corn Flakes.

.....190..

1st. We promise and agree not to sell or cause to be sold Kellogg's

Toasted Corn Flakes for less than the list price now in force, viz., \$2.80 per case, directly or indirectly, either by rebates, commissions, allowing a greater than the customary discount (not to exceed 2 per cent) for cash in ten days, allowance or advantage of any kind whatsoever, either on Kellogg's Toasted Corn Flakes or in the sale of other goods handled by us. Should any advance be made in the list price by the Toasted Corn Flake Company, we agree to conform to the new price immediately upon receipt of the advice of the change.

2d. We further agree that when requested by the Toasted Corn Flake Company we will refuse to sell Kellogg's Toasted Corn Flakes at any price, or loan or exchange them for other goods, to any dealer who is selling or has sold same for less than the established price.

3d. We further agree that when a charge of violation of this contract shall be made against us, we will furnish the Toasted Corn Flake Company with a certificate (on forms to be furnished by the Toasted Corn Flake Company) to the effect that we have not violated the provisions of this contract in any way, which certificate shall, at the request of the Toasted Corn Flake Company, be verified by our oath and also by the oath of the salesman making the sale. Refusal on our part shall be conclusive evidence against us that the charge is true, and we will then pay to the Toasted Corn Flake Company, as liquidated damages, fifty dollars (\$50.00).

4th. The Toasted Corn Flake Company agrees not to furnish its product to any person, firm, or corporation who has sold or whose salesmen have sold same for less than its list price until the liquidated damages provided for have been paid.

5th. The Toasted Corn Flake Company reserves the right to change the prices herein specified from time to time, but agrees that if it reduces the price it will either give the jobber thirty days' notice thereof, or will, by special discount, protect the jobber for the Kellogg's Toasted Corn Flakes he has on hand, which he has purchased within thirty days prior to such reduction in price.

This agreement is to take effect on and after.....190..

Executed in duplicate.

Jobber: Sign here.....

By.....

TOASTED CORN FLAKE COMPANY.

It will be seen that this contract shuts off the rebate scheme

via "cash discounts"—holding them down to 2 per cent. It also minces no words about the various schemes of overcoming simpler contracts through "loaning" and "exchanging" goods. This scheme has got on the nerves of many advertisers and left them powerless to fight back or locate the enemy.

But the Kellogg contract lays its fingers right on the sore spots without fear, because it commands a market universal and strong enough to lay down the law and get signatures to it. Many smaller advertisers haven't been able to get signatures to a much milder contract than this, even from jobbers who have no intention of cutting prices. The jobbers resent, wherever they dare, the close supervision of their business methods. They go right up in the air when an ordinary advertiser hints that he wants assurance against rebating through cash discounts.

Of course it's humiliating to a jobber to have an advertiser dictate what cash discount he shall give! But he's alone to blame. Let him clean out of business the jobbers who are the cause of the self-protective measures of the manufacturer, and nobody will want to dictate cash discounts. In his general indignation, the jobber forgets sometimes that it's the *abuse* of the cash discount that is being struck at, not the jobber's right to regulate his own business.

A novel and equally rigid plan of price maintenance is used by the Ingersoll Watch people. The agreement is called a "license," and carries with it the inference of revokal if the itemized stipulations are not carried out. The "license" reads as follows:

LICENSE

ROBT. H. INGERSOLL & BRO.

Mechanism in this watch is covered by United States Patents, and the watch is licensed and sold under and subject to the following conditions, assented to by purchase, and controlling all sales and uses thereof, any violation of which license conditions revokes and terminates all rights and license as to this and all other watches of makers in violator's possession, and subjects the violator to suit for infringement of said letters patent.

1. Jobbers may sell only to retail dealers; may not sell to any one desig-

nated by makers as objectionable, may not detach or sell without this notice, and may sell only at rates specified in schedules furnished by makers.

2. Retailers may advertise and sell only to buyers for use at One Dollar.

3. No donation, discount, rebate, premium or bonus may be allowed or given in connection with any sale at wholesale or retail.

4. Guarantee with date of sale entered therein to accompany each order.

The jobbers are allowed to sell only to retailers—which strikes at one of the first abuses of price-cutting, that of jobber selling to jobber. This kind of price-cutting is further safeguarded against by the stipulation that jobbers may not sell to those objectionable to the manufacturer.

As a rule, in many lines of trade a new manufacturer and advertiser will have no trouble in maintaining prices, if he distributes through reliable jobbers and makes it evident that he means to keep prices firm. Safety razor makers, for instance—in fact, the whole hardware line—find little difficulty in maintaining prices. The new Durham Duplex razor is being marketed on a firm price basis, with an agreement to that effect placed in every package. No agreement is signed, but violations of the understanding are promptly combated. Says Vice-President Hamilton, of the Durham Duplex Razor Company, "we get offers for large quantities for cash at a few cents below fixed prices, but we turn them down—we consider the rule vital to business organization."

It is not generally known that the state of disorganization in the grocery trade has resulted in the organization of the American Specialty Manufacturers' Association, which is doing its best to bring about better mutual co-operation.

This movement includes manufacturers of breakfast foods, soaps, baking powders, most of whom are also large jobbers. This organization has for its secretary J. T. Austin, who is one of those firmly convinced of the need for greater unity. He says:

"If there is one thing that appeals to me more than any other thing which is necessary in connection with advertising, it is co-

In October

The Outlook

Published

242 Pages

(Over Fifty-four Thousand Agate Lines)

of Paid Advertising

Advertising Rate
\$200 a page flat

operation—intelligent and well-directed co-operation.

"I have had many advertising men argue with me that they could advertise an article to such an extent and create such a demand for it that they would make the trade handle it. In many instances advertising men want all the margin there is in a product to be spent on advertising.

"I believe that if you are going to bring about continuous results in advertising, it is going to be necessary for you to take the factors in connection with the distribution of specialties in the grocery line into consideration.

"It is true that many advertising men have been justified in their conclusions in the past that the retail grocer was too busy to pay much attention to what profit he was making on an article, and that the jobber could be looked upon simply as a truckman to haul goods around for nothing, for which a demand had been created.

"There have been some articles advertised and handled along these lines in the past, and the advertising men have been able to get away with it; but I believe that if you are going to secure for your clients the proper distribution at the lowest cost on their products, it is your duty to advocate the proper consideration and recognition of the rights of the distributors of the goods. There is an evolution now going on in the grocery trade; the retailer is awakening to his opportunity and his influence with his customers. This applies more forcibly to some sections of the country than to others.

"Owing to a combination of circumstances a great many evils have crept in the business in connection with the distribution of the manufacturers' products. In some instances the manufacturer is asking the wholesaler to be his distributor, and at the same time is usurping his rights as a distributor, and in turn the wholesaler is engaging in a semi-manufacturing business, with the result that he is not in a position to conscientiously perform his duties as a loyal distributor for the manufacturer.

"The American Specialty Manufacturers' Association, of which I have the honor of being secretary, is organized, not with the expectation of reforming the trade of all its accumulated ills, but with the honest hope of bringing about a more harmonious relationship between the specialty manufacturers and the wholesale and retail distributors. Our association has been organized less than one year, and we are credited with having made a great deal of progress.

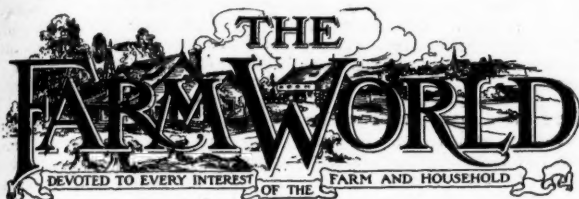
"We have some special ideas that we are trying to work out in connection with the handling of our orders by the trade, and we are trying to educate the trade to have more moral courage and to quit worrying about the other fellow. Most of the evils have crept into the business with the excuse that it has been commercially necessary, or that competition has forced it. We realize the absolute necessity of co-operation and reciprocity, and if I impress upon advertising men the necessity of *co-operation and reciprocity*, and if they will assist us in correcting these evils, their clients will be able to realize the maximum instead of the minimum on their expenditure in their sales and advertising departments."

A GENERAL MANAGER FOR MUNSEY NEWSPAPERS.

A new office has been created by Frank Munsey for his newspapers—that of general manager, for the *Boston Journal*, *Washington Times*, *Baltimore News* and *Philadelphia Times*. Edgar G. Shaw, for some time manager of the *Washington Times*, has received the appointment. He will make his headquarters in Philadelphia for some time. This is in line with Mr. Munsey's policy to have joint conferences between his managers.

Paul C. Patterson, lately managing editor of the *Washington Times*, will be the acting manager for the present. George A. Deatel, assistant advertising manager of the *Times*, has been made advertising manager. A. G. Newmyer is now situated in New York as general representative.

If you are an advertiser of a meritorious product—if you expect your "copy" to sell your product—if you "key" your ads and keep close tab on results—if you require each and every publication on your list to make good to the limit—THEN



wants and should have an opportunity to prove that it deserves its own good share of your advertising patronage.

¶ THE FARM WORLD wants you to take it and put its advertising strength to the severest tests you can devise—to see whether or not it will make good for you.

¶ THE FARM WORLD always goes to its readers with clean pages. No advertisements of fakes, frauds or fraudulent concerns, or liquor or medical advertisements of any kind are admitted to its columns. No paid puffs, under the guise of disinterested news, will be accepted at any price, and every advertisement will be edited with as much care as the news itself. We deal honestly with our subscribers, and also protect legitimate advertisers against that doubtful class which tries to deceive the public by seeking good company in the columns of respectable papers.

¶ In other words we are determined to keep THE FARM WORLD advertising columns just as clean and honest as the editorial columns. We enjoy the confidence of our readers. We never knowingly abuse that confidence.

¶ The influence of THE FARM WORLD will always be employed in the support of good causes—good goods.

¶ THE FARM WORLD will sell any and all good things which have a natural market amongst the farmers, the farmers' wives or any members of the farmers' households.

¶ And what is more THE FARM WORLD will make these sales—in large numbers—quickly—cheaply.

200,000 COPIES MONTHLY

Advertising Forms Close 15th of Preceding Month

Advertising Rate per Agate Line, \$1.00

January, 1910—Poultry Annual; February, 1910—Garden Annual

VICKERY & HILL PUBLISHING CO.

CHICAGO AUGUSTA, MAINE NEW YORK

HOW A SMALL MAIL-ORDER PROPOSITION HAS BEEN MADE TO PAY.

MEDIUMS WITH REPUTATION PULL BEST FOR UNITED DARNER—INCREASING CASH RESPONSES—CONTINUITY OF ADVERTISING A BIG HELP—FOREIGN ORDERS FROM "MUNSEY'S MAGAZINE"—33 1-3 PER CENT INQUIRIES TURNED INTO ORDERS.

There are many mail order propositions which fail for no reason but unintelligent direction. A study of the methods of the profitable little venture of the United Darning Co., New York, may be found helpful.

Eight months ago this small concern put upon the market a simple device, attachable to any sewing machine, for darning stockings, underwear, etc., using mail-order mediums and magazines exclusively, to sell direct to the consumer. Although very small space has been utilized at all times to explain to the housewife the value of the mending device, the advertising has shown strong pulling powers almost from the start, and many thousands of the darners have been sold not only in this country and in Canada but in foreign lands as well.

"This has been my first advertising venture," says E. J. Milliken, the active head of the business, "but it won't be my last. It has opened my eyes to what can be done by mail-order methods—by intelligent mail-order methods, I mean.

"Although I have been in this business a comparatively short time, I nevertheless am frank to admit that I have made a good many mistakes. But even at that I have no cause to complain of results. We have made a big success, and incidentally I have learned a few things that will stand me in good stead in the future, both in selling darners and other commodities through the mails.

"For one thing, I have discov-

ered that there is a big difference between the pulling powers of advertisements placed in the old-established mediums and those that are comparatively new. People have come to regard the older magazines more or less as permanent institutions or acquaintances. They read them more carefully, and are more likely to take their word for anything, whether in the line of straight-away reading matter or advertising.

"On the other hand, the new medium is more or less on sufferance. What it has to say doesn't go with the public to the same extent as the word of the older medium. Not having the reputation and prestige of the established magazine, it quite naturally doesn't have the same advertising influence with its readers. At least that's the way I have found it with my mail-order proposition. It has been my experience that the newer the magazine, the fewer and the less valuable the inquiries.

"Another point about mediums—the more high-class magazines



DARNS

On Any Sewing Machine
with thread or darning cotton. Simple. Swift. A child can attach it and put a new heel or toe in stockings in TWO MINUTES. WEAVES NEW PIECE into hole and makes it stronger than stocking. Attachment and holders sent prepaid for 50 cents. Agents Wanted. Rapid Seller. United Darners Co., 716 Broadway Bldg., N. Y.



ONE OF THE LATEST ADS.

and periodicals you use, the better will be your chances of real success. There are a whole lot of mail-order publications that it is utterly useless to go into. An advertiser might almost as well throw his money out of the window as to buy space in many of them. I have found that fifteen cents is about the limit the readers of a lot of the cheaper-class mediums are willing to spend, and that the bulk of inquiries from this class of publications is practically useless."

Mr. Milliken began to advertise his darning in February and has kept his copy running in a good list of magazines and mail-order papers ever since, the space never

exceeding fourteen or fifteen inches single column. The mediums found good he has stuck to. Those that have proved hopeless after a few insertions have been dropped out to make room for others.

Among the better known publications on the list have been *Munsey's*, *Everybody's*, *Ladies' Home Journal*, *Good Housekeeping*, *Housekeeper*, *Modern Priscilla*, *Cosmopolitan*, *Red Book*, *Farm Journal*, *Mother's Magazine*, *Pictorial Review*, *To-Day's Magazine*, *Paris Modes*, *Success* and *American Home Monthly*.

"The publication that has brought me the greatest returns, not only in inquiries but in actual sales, has been *Modern Priscilla*," declares Mr. Milliken. "This magazine has proved far and away the leader in getting business for me. And right here let me say that I strongly believe in advertising in magazines which have a vital personal interest for their readers. *Modern Priscilla* is a medium of precisely this class.

"*Munsey's*, the *Cosmopolitan*, *Mother's Magazine*, the *Farm Journal*, the *Pictorial Review* and *Good Housekeeping* have also proved good pullers for us. *Munsey's* has brought us the next best returns, after *Modern Priscilla*, and has shown a simply astonishing ability to draw orders from foreign countries.

"I presume *Munsey's* gets its strong foreign circulation from the fact that it was the first of the modern sort of magazines in the field. Whatever the cause, it has demonstrated in our case that it reaches many people all over the world. Our sales to foreign countries alone through ads in its pages have more than paid for the space used in it. In addition, we have sold a great many darners in the United States and Canada on the strength of this same space.

"Among the countries in which we have made sales to readers of *Munsey's* are England, Scotland, Ireland, South Africa, South America, Australia and the East and West Indies. No other medium we have used has given us any such result.

"Some of the publications I have used have shown a rather remarkable ability also in drawing inquiries long after the date of publication. Right now we are getting good results from our advertising of last winter in several mediums, among others the *Cosmopolitan* and the *Farm Journal*. The better the class of publication, the longer it seems to pull.

"Another interesting development has been that the longer the advertising has continued, the greater has been the proportion of actual cash responses to the ads. At first about 40 per cent. of the responses were mere inquiries, which had to be turned into orders. The proportion of these inquiries has steadily lessened and cash orders have correspondingly increased with each month's advertising, until at present only about 15 per cent. of the initial inquiries fail to show cash enclosed.

"My only explanation for this is that at the start people were incredulous that the device would do what we claimed for it. Many probably said, 'It's a fake.' But the continuance of the advertising month after month has apparently convinced most of them that we are a responsible concern and that the darning is all we said it was. It looks like a pretty good argument for persistent advertising—the keep-plugging-at-it kind, doesn't it?

"A good many of our inquiries show that people need to see the ads in several different places before they can be induced to act. For instance, a day or so ago, I received a letter from a woman who said she had seen our ads in *Modern Priscilla* and the *Pictorial Review*. She wrote us, using the key of the *Cosmopolitan*, however.

"Of the inquiries which are unaccompanied by money, we turn about 33 1/3 per cent into cash orders. This we consider a very good result. In response to every inquiry we send a small folder, to which is attached an actual patch made with the darning. This proves the most convincing sort of argument, and to its use I attribute the large number of immediate cash responses that follow."

DOES ADVERTISING INCREASE THE COST OF SELLING?

ADVERTISING SHOULD NOT INCREASE SELLING COST — SELLING PRICE FORCED OFTEN TO BEAR AN UNJUST EXPENSE-LOADING—GOOD ADVERTISING DECREASES SELLING EXPENSE.

By G. S. Buck.

Advertising Manager, Butler Brothers, Chicago.

I recently heard an agency man—one who really ought to know better—say: "Why, of course, the consumer pays for the advertising. Who does, if he doesn't? This is the strongest argument I use to get new people started. Show 'em where the advertising isn't going to cost them a cent—that it's loaded on to the consumer—and the fight is half won."

This idea seems to be a current one among those who have thought their way only partly through the problem. Little do they realize that they are rearing a stone wall on which soft heads are sure to get bumped, sooner or later.

Advertising for which the consumer pays is vicious advertising—ever and always. It is this sort of advertising that is sure to bring disrepute upon the name—and ultimate failure to the advertiser.

There is a definite and limited amount of money that may be legitimately charged to the selling expense of an article. Of course, this expense varies with the article, and the conditions surrounding its sale. But there is a point beyond which the expense cannot go without directly placing a fictitious and necessarily unfair value upon the article.

If advertising helps to sell more of the article without increasing the relative cost of selling—then the advertising is altogether good—it is economical and beneficial.

But, on the other hand, if advertising increases the relative cost of selling, then it is harmful and vicious.

If advertising is to have a per-

manent economical value, this conception of it must soon be recognized and used by those who are seeking to further its helpfulness.

The selling prices of many generally advertised articles are far too often forced to bear a selling expense plus a heavy advertising expense. This advertising expense the buyer is forced to pay for directly over and above the legitimate selling expense.

In other words the advertising creates a demand at an inflated and unfair price—it puts water in the stock—sand in the sugar—and empties the pocketbook without an adequate return.

This sort of advertising cannot long endure. Competition will kill it if nothing else does—when competition gets the necessary courage and foresight.

The right sort of advertising decreases the cost of selling—by increasing the sales, without increasing the expense proportionately.

An automobile costing one-fifth its selling price may under artificial conditions be forced to bear a selling expense away out of range and reason, plus an advertising expense which permits the doing of all sorts of lavish and ridiculous things—but this condition cannot long continue.

The present methods used by automobile and other floundering advertisers add an extra burden upon the final purchaser which will not long be tolerated. No, until automobile advertising helps to reduce selling costs will it be on the right basis.

The consumer must not pay for the advertising—and that which he does pay for is bad advertising.

The machinery, the mechanics, the clerks, the salesmen, the employer, the landlord really pay for the advertising. For real advertising is a modern tool which makes more effective and valuable the equipment and labor that produces the thing advertised.

And so when an advertising agent tells me that the consumer pays for the advertising I am forced to label him as one who has not thought his way into the whys and wherefores of the game.



SCRIBNER'S MAGAZINE has never offered a narrative of adventure of greater charm or of more absorbing interest to more people than Mr. Roosevelt's African Hunting story, "*On Safari*," in our Christmas number. Certainly no man more popular ever wrote.

The October SCRIBNER'S sold out clean and gave us some idea of Mr. Roosevelt's remarkable story as a drawing card. We are taking advantage of this knowledge in November by another great increase in our edition.

But the **CHRISTMAS SCRIBNER'S**—our December Number, always the best of the year, is this year a Magazine which, without question or competition, should lead your list of mediums for December advertising.

Forms close November 5th.

\$300.00 per page.

DIGGING DOWN DEEP.

THE MORE KNOWLEDGE THE ADVERTISING MAN HAS OF HIS SUBJECT, THE BETTER WORK HE IS QUALIFIED TO DO—HIS FIRST TASK IS TO SELL HIMSELF THE ARTICLE HE WANTS TO SELL OTHERS.

By John Irving Romer.

Advertising Manager of the Aeolian Co.

One of the last conversations I had with the one man who did more than any other to shape modern advertising conditions—the late Geo. P. Rowell—related to a certain plan that I had for promoting the business of PRINTERS' INK. Mr. Rowell remarked as nearly as I can remember it:

"I have always noticed that when a man has absolute faith in a given plan, and continues to follow its detailed execution with the same degree of faith, that plan is pretty sure to succeed."

Call it philosophy or psychology, or what you will, there is an immense amount of truth in this view. It explains a whole lot of successes in advertising that would seem inexplicable otherwise. The man behind the idea actually and absolutely believed in it through and through. Somehow or other that strong conviction stuck out of his work, and in the end infected and enthused others.

The most efficient quality that can possibly be introduced into a selling campaign is *sincerity*. It is a thing that cannot be counterfeited. If a man has it, everybody knows it. If he hasn't it, no amount of pretence, no clever word-juggling is going to cover up the lack for any length of time. It crops out unconsciously in the turn of a phrase and in the general plan of campaign. You can't put your finger on it and say here it is and there it isn't. Sooner or later, the insincere mind betrays itself. The ads stop and Mr. Frothingham puts a new tombstone in his advertising cemetery.

The hardest thing on earth is to force on somebody else a conviction which you do not possess

yourself. Take the case of C. W. Post. Lots of people have thought they saw ways to improve on his copy. But through it all runs a tone of rugged and unswerving belief in what he is trying to sell. An insincere note is never sounded. By and by the man's grim earnestness gets hold of you or, as is said in advertising, "it bites." Then all of a sudden, you agree with him,—in fact, you can't remember the time when you didn't agree with him. The impression that the advertiser started out to convey has landed, while lots of other impressions presented more artistically but without the vital element of conviction behind them have passed out of mind. The subtle something that distinguishes the man in earnest from the man only half in earnest constitutes the difference in net results.

Now genuine convictions cannot be based on anything other than facts,—just plain, hard, everyday facts. The advertising man's problem is not substantially different from that of the high-grade salesman. He must sell himself before he can hope to sell others. Any man who goes to the public with a proposition in which he only half believes is beaten from the start. And to believe in it he must know it thoroughly, down to its remotest corner. The man who is intrusted with an advertising campaign cannot have too much information about the goods, how they are made and what they accomplish, why people buy them and why they don't. This information is not lying around loose on the surface—it has got to be dug for. It comes as a result of direct contact with the consumer, the wholesaler, the retailer, the individual salesman and the factory people, as a result of finding out why sales are lost and why sales are made, as a result of inquiries over the counter, chats on the street and on the train and at the lunch table.

One of the most promising features of latter-day advertising is that the best agencies have gotten away from the idea that their copy men are machines, with a

capacity of so many ads a day and so many words an hour. Some of the most successful campaigns have been the result of a month's solid work of investigation, of a hard grinding away at the externals to get at the little kernel of truth in the center. It is work that costs money but in the end is worth it. Otherwise the advertising man may mistake the line of least resistance,—go tunneling away at a mountain when there is a nice easy route close by.

It all comes back to this: There is no particular magic in advertising—it is simply finding out the facts and presenting them to other people so that they also see them as facts.

I saw a practice lesson given out by one of the correspondence schools the other day. The problem was to get up a double column ad so many inches deep to herald a special sale of shoes. Where were the facts, where were the shoes, why was there to be a special sale? No man can build bricks without straw. Such a lesson answers very well as an exercise in writing or in the selection of types. But as a lesson in merchandising, it is a joke.

Yet lots of money is being spent on advertising just as superficial. Somebody at a desk in a big office building is trying to talk about a subject on which he is hopelessly uninformed. Don't blame the man or his work, but blame the system or the individual, whoever it may be, that keeps him from first filling himself chock full of information and then passing that information along. It is like requiring a man who has never been across the ocean to produce a book on the scenery of Switzerland. It can be done—after a fashion—but of what earthly use is it after it is done? Merchandise is sold in the last analysis by merchandise talk, pure and simple.

Good Housekeeping Magazine for November shows a gain of over thirty-two pages over November, 1908, and twenty-eight pages over 1907.

The *Michigan Farmer*, during the month of September, received 11,405 new paid-in subscribers, it claims.



The effectiveness of a publication as an advertising medium is very largely governed by the percentage of possible buyers of the particular goods exploited. The Utica

SATURDAY GLOBE

goes directly into the homes of thrifty, intelligent, money-making and money-spending people.

Read by the whole family—mother, father, sons and daughters.

Nearly one hundred and forty thousand families located in that section, comprising interior New York, New England and adjacent states, are reached by its own boy agents and carriers each Saturday, and THE SATURDAY GLOBE gets a thorough reading accorded few other publications.

Think of the possibilities of inducing a sales distribution in this resultful territory with marked economy.

Let us lay the facts and figures before you.

SMITH & BUDD CO.

Advertising Representatives.

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

A Live Wire Editor—Mr. Byron Williams

A Few Facts About the Literary End of the Biggest Circulation in the World

By GEORGE BYRON

The success of the *Woman's World* in attaining the largest circulation of any publication in the world, has drawn attention to the "live wires" who are back of this publication and who have made its success possible.

A few weeks ago we told of the "live wire" of the circulation department, —Mr. Harry Arney — last week about Mr. Forrest Cressey, the editorial director of the Currier Publishing Co.— this week we want to tell you of another "live wire" who has had much to do with the success of the *Woman's World* and that is the editor—Mr. Byron Williams.

While it is true the *Woman's World* could not attain its enormous circulation of 2,000,000 copies a month without an able circulation manager like Harry Arney to push this circulation into every nook and corner of our great country—the fact must not be lost sight of that without an able editor to produce the right sort of a paper for Mr. Arney to offer to country people through his agents, Mr. Arney would not be so successful as a circulation manager. It is Mr. Williams' part

to see that everything about the *Woman's World* is "right."

When the Currier Publishing Company made the announcement

a little over a year ago that they had secured the services of Mr. Byron Williams as editor, it was felt upon all sides that they had made another great stride in their progress.

There is probably no man better fitted for this position of editing a paper with 2,000,000 circulation of interest to people in the small towns and villages, than this same Byron Williams. Born in a small town in Iowa, his first experience in

newspaper work was gained in the office of the country weekly. He drifted about from one town to another throughout the Middle West, until he was secured, several years ago, by the Western Newspaper Union—to edit *The Western Publisher*, a trade journal for country newspaper editors.

It was during this period that some of his best literary work was produced and he became known from one end of the country to the other to the readers of the country weeklies and small



MR. BYRON WILLIAMS

daily newspapers by the pen name of "Uncle By." His department consisting of a page of short stories, sketches, poems and other miscellaneous matter, soon became the weekly feature of the several hundred papers to whom he "syndicated" it each week through the Western Newspaper Union and International Press Association. A great deal of this matter went the rounds of the press from one end of the country to the other, so that when the *Woman's World* announced to their readers that the famous "Uncle By" would now be their editor, he appeared to them, not as a stranger, but as an old friend whom they were to meet again. Mr. Williams thoroughly understands the literary likes and dislikes of the small town and village people, and has edited the *Woman's World* with the view to making it of widespread interest in every country and village home.

It would surprise those who know, if Mr. Williams, with the *Woman's World*, did not duplicate Mr. Bok's success with the *Ladies' Home Journal*.

The Currier Publishing Company has the reputation for paying higher prices for good reading matter suitable to the columns of the *Woman's World*, than any other publisher in this country to-day. This fact has become known among authors and special writers all over the world, so that the wealth of material that Mr. Williams has to choose from is practically unlimited.

To choose from this vast fund of good material, *the very best*, and to produce a publication of interest enough to hold the attention of such a diversity of tastes as one must find among 2,000,000 different readers, requires an ability and training of an exceptional nature. Mr. Williams keeps in close touch with his readers, and as soon as any special department loses interest, it is discarded, and another one started at once to take its place. If there is any one thing Mr. Williams will not tolerate in the *Woman's World*—that thing is dullness.

It is needless to state that the productions of "Uncle By" now appear as an exclusive feature in the *Woman's World*, as well as all other of Mr. Williams' literary and miscellaneous writings, as the Currier Publishing Company offered him a salary sufficiently large to induce him to give up all of his other editorial and syndicate work to give his sole attention to the *Woman's World*.

Mr. Williams is also a poet of rare ability, and has produced two volumes entitled "Down Country Lanes," and "Barefoot Days." These poems have been widely quoted, and his poem, "The Weaver," has become a classic. In response to hundreds of requests from the readers of the *Woman's World*, it was reproduced in a recent issue.

These facts concerning the editorial end of the *Woman's World* we believe will be of interest to every advertiser who judges the worth of a publication by its character and reading matter. The *Woman's World* claims that in character of contents and cost of literary matter, its publication compares favorably with any magazine published.

The fact that the *Woman's World* is essentially a subscription publication and that the interests of the reader receive first consideration is one of the many reasons why advertisers find it a profitable medium.

The success of the *Woman's World* has proved beyond a doubt that the people in the small towns and villages want good reading matter at a nominal price and that when they are offered it, they are quick to respond.

Just think what it means for our publication to reach 2,000,000 different homes each month, and then ask yourself if there is not something about the reading matter and literary make-up that must commend itself to this wide circle of readers. How can you as an advertiser fail to recognize this fact and lose the opportunity to speak to 2,000,000 different homes in one month through a paper that is subscribed and paid for and read in every one of them?

MORE ADVERTISING MANAGERS' OPINIONS ON WASTE.

INDISCRIMINATE USE OF SPACE CONDEMNED—TOO MUCH OR TOO LITTLE SPENT—ONE WASTE CREATES ANOTHER.

The symposium of opinions of advertising managers has aroused considerable interest, as the most dangerous enemy of advertising is conceded by many advertising men to be the waste which unintelligent advertising makes.

J. S. Bell, advertising manager of the Electro-Silicon Company, New York, says, "The use of unsuitable copy and mediums seems to me the greatest source of advertising waste."

Says H. K. McCann, advertising manager New York Telephone Company:

"In most advertising there is waste due to the fact that it is impossible to select the exact people who are prospective buyers of a product and concentrate the advertising on such people. Advertisements have to be placed before countless people who are not at all interested in them and never will be. This waste it is, of course, impossible to eliminate. This source of waste is partly overcome by using advertising mediums which are known to be read by the particular class of people who are prospective buyers of the product. Another source of waste is poor advertising copy. This source of waste, however, is also becoming less and less. PRINTERS' INK undoubtedly has been influential in getting advertisers to see the benefits to be derived from carefully prepared copy—copy specifically designed to interest the buyer."

Says F. B. Kilmer, advertising manager of Johnson & Johnson, New Brunswick, N. J.:

"In my opinion an attempt to answer the question as to the greatest source of waste in advertising to-day would be to say 'ink and paper.' For example, with the mail containing your questions I received a nicely worded, effective, and convincing

circular from the J. Walter Thompson Co., but it was of mammoth size, perhaps 100 times larger than was necessary to tell the story. Now, it seems to me that this is waste of good ink and good paper, and that the tendency to use full pages, double pages, mammoth posters, enormous signs, etc., is a waste of material, and if our advertising could be so written out and printed that people would read it, it would require only a fraction of the space. We say, of course, that if the advertisement is not large and of an elaborate and striking design, it will not attract attention. This is undoubtedly true, but, nevertheless, is probably one of the great sources of waste.

"The 'Want Ad' columns are perhaps the best illustrations of economical advertising; here the advertiser talks in as few words as possible, sometimes even abbreviating; nevertheless, he usually obtains most excellent results. True, in this class of advertising there is a demand already in existence, and ordinarily we are creating a demand, but, the question is—Can we not still create the demand without unnecessary waste?

"There must be a limit somewhere to the size and space to which the advertiser can reach, there is a limit in sight as to the amount of paper which the world affords; already, we are told that we are denuding our forests, we are wasting the natural resources of the world, we are on the way to the destruction of our largest resource by reason of the wood which is being ground into paper to accommodate the advertiser. Further than this, we are adding to the cost of the advertisement itself the setting up of the advertisement and the paper and presswork necessary upon which to print it are all out of proportion to the results which we set out to accomplish. We add to the cost of the magazine, periodical, or other medium in which our advertisement is printed, we increase the cost of labor in distribution, we waste the energy of the reader who may be anxious to find our particular advertisement, because

Its Own Kind

A periodical attracts to itself readers of its own kind.

For eighty-three years THE YOUTH'S COMPANION has been the representative of those families who permit only the best reading to enter the home circle. To them THE COMPANION is more than so much reading matter. It is a national institution—an acknowledged source of inspiration and helpfulness to all the family.

The Prospectus for the 1910 volume, which is sent free upon request, shows that "only the best" has been provided from the world's abundance of every sort. No other standard would satisfy THE YOUTH'S COMPANION family.

The Youth's Companion Kind Is the Right Kind for Advertisers

The Thanksgiving and Christmas Numbers of THE COMPANION will reach SIX HUNDRED THOUSAND of these YOUTH'S COMPANION families.

PERRY MASON CO., Publishers
Boston, Mass.

New York Office:
910 Flatiron Building.

Chicago Office:
1323 Marquette Building.

it is often in the midst of a great number of other very large advertisements. Just before me lies a most excellent advertisement of the Royal Baking Powder; it contains twenty-five words, spread out over a page seventy inches square; the same story could be told in a half-inch space, but as there are something like 150 pages of advertisements in this magazine a three-line advertisement would be lost.

"This waste of ink and paper causes other waste; it wastes the energy of the city and municipality in the accumulation of rubbish, as may be witnessed at any time by looking over these enormous heaps and observing how large a proportion of this rubbish is composed of blanket sheets, magazines, circulars, etc., which in their depth become a nuisance and an unnecessary expense, and, indeed, have been accused of being a source of disease—thus one waste creates another.

"The funny thing about it is that none of us know how to prevent this waste, and, indeed, the tendency at all times seems to be to create a still greater waste of ink and paper."

Says H. S. Snyder, advertising manager Joseph Dixon Crucible Company, Jersey City:

"The greatest waste is incurred by those who spend too much or too little in advertising. That undecided point as to whether a page is worth twice a half page and four times a quarter page has a bearing in this connection. Then the double spreads, back covers in three or four colors, etc.; do they represent value received?

"Then, on the other hand, there are those who spend too little, perhaps, through too small space, or too infrequent use of space. In their business literature, they spend just enough to make the matter an expense, so that what they spend is really wasted, when a little additional expenditure would have brought the piece of matter up to standard. This is one of those involved problems to which there is hardly any head or tail."

Says C. A. Sabine, advertising

manager Charles A. Eaton Company (Crawford Shoes, Brockton, Mass.): "I sincerely believe that the greatest waste in advertising to-day is the money spent by inexperienced men who go ahead without the aid or advice from men who know. But in addition to this is the money appropriated for little one-horse campaigns in special numbers or else in some other one or two publications that don't amount to a rap. It is this loose-jointed advertising which I believe is doing more harm than good."

Says S. C. Dobbs, advertising manager Coca-Cola, Atlanta, Ga. (and Pres. Ass. Advertising Clubs of America): "As to the greatest source of waste in advertising to-day, I unhesitatingly reply, *lack of proper appreciation of the value of space*, hence the misuse of space. This criticism does not apply so much to the great national advertisers, who are able to command the services of the best advertising men in this country, but to the small advertiser who has no advertising agent to represent him, or, as is so often the case, is poorly represented and given inefficient service.

"Until recent years, the advertising manager devoted his best energies to the buying of space, most of which was of an uncertain and unknown value, and often bought it at a price fixed by himself. That condition of affairs could not exist now, and while the change has not been very rapid, yet to-day the majority of the better class of publications have fixed rates, the terms of which are rigidly adhered to, so that the buying of space has ceased to be the really important work of the advertising manager. The thing that should, and in most cases does, concern him, is properly filling the space that he has bought.

"It has been truthfully said that a man from his neck down is worth 50 cents per day, and from his neck up his value is unlimited.

"The white space in a newspaper or magazine is worth a fixed amount, and it becomes valuable to the advertiser only in that proportion as he occupies it with the

right sort of copy. It is deplorable to note how often we see a \$500.00 space occupied by a \$5.00 piece of copy. It costs no more to travel a \$10,000.00 per year salesman, than it does a \$50.00 per week man. The difference comes in the efficiency of the two men, and an advertising campaign is either a failure or a success, dependent upon the character of copy that occupies the space that has been purchased. A piece of copy that merely attracts attention falls short of its mission. It must not only be readable, but it must be convincing. A man may read my copy for its artistic merit, or choice English, and still never buy my goods. The transaction must take place in his mind before his money passes over my counter.

"Too many advertisers endeavor to save money by using the services of an incompetent or an indifferent agency that is willing to accept business at cut rates and of necessity gives a cut-rate service, by filling good space with poor copy, and then they blame the publication, or advertising in general for the inevitable failure.

"They go hunting for humming birds with a Winchester rifle, and grumble because they get no game. They go hunting for bears with a toy pistol and the world hears no more of them."

Says F. L. Faurote, advertising manager, E. R. Thomas Motor Company, Buffalo: "Inasmuch as the value of advertising depends upon its ability to bring about the sale of an article advertised, it seems to me that the greatest waste in advertising to-day is the use of poor copy, mediums with a large waste circulation and an inadequate follow-up system.

"Advertising is nothing more nor less than a mail order salesman sent out by the house to call upon a certain number of people for the purpose of selling them. If he is a good salesman and calls on the right kind of people, he will, by repeated calls, land the business.

"On the other hand, if the copy is poor, nothing comes of the effort and the campaign is a failure."

The Standard Paper for Business Stationery—"Look for the Water-mark"

THE trimmed hedge, the clean gravel walk, the clipped lawn, the neat flower beds, the trailing vines over the porch—these put a visitor in a pleasant mood.

OLD HAMPSHIRE BOND makes a letterhead which gives that sort of welcome to a business conference.

Let us send you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of OLD HAMPSHIRE BOND. Write for it on your present letterhead.



Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

**SOUTH HADLEY FALLS
MASSACHUSETTS**

Made "A Little Better than Seems Necessary"—"Look for the Water-mark"

ADVERTISING BUILDS UP BIG COAL BUSINESS WITH FARMERS.

HARMAN COAL BEING SOLD IN LARGE
QUANTITIES THROUGHOUT THE
WEST—FARM PAPERS, WEEKLIES,
AND BIG DAILIES USED—USING
TRUST ARGUMENT.

One of the most striking of modern-day successes in selling by mail is that of the Harman Coal Company, of Chicago, whose campaign is now running in nearly every farm paper in the Northwest.

In May, 1908, the Harman Coal Company came to the conclusion that it could sell coal direct to the consumer, on the "club plan" in carload lots with profit both to itself and the purchaser. To do this was to violate all precedent in the coal business; it meant war to the finish with retail coal dealers' associations and the eventual severing of all trade affiliations. Jesse F. Matteson, of the Gundlach Advertising Agency, was called in as advertising counsel, and the business turned over to that agency. A \$25.00 advertisement was inserted in the *Wisconsin Agriculturalist* with such excellent results that \$250 more was sent after it immediately. A few months after that the appropriation was increased to cover nearly every farm paper in the Northwest, and the figures reached a total of \$100,000. The copy was all large, ranging from a page to double pages.

At the very start of this Agricultural Campaign, Mr. Harmon selected the *Orange Judd Farmer* and the Western edition of *Farm and Home*. He was greatly impressed with the iron-clad guarantee which these papers run every issue. He felt that his proposition was right, that selling coal by mail was something new, and therefore the very strongest farm papers should be the ones used. When this proposition was launched Otto H. Haubold, Western manager of the *Orange Judd Farmer* and the Phelps Publishing

Company, was in a position to furnish valuable suggestions.

Scare-heads appeared on all copy, and were found very effective. Such expressions as "Robbery Stopped!" "Ton of Coal Free!" "Coal Trust Smashed!" etc., in inch-high type stared the reader in the face, compelling interest, and causing him to write for further particulars as to how he could obtain a ton of coal free. The novelty of advertising coal for sale, coupled with the claims of having smashed the coal trust, has given the Northwest Retail Coal Dealers' Association much to think about.

In fact, this very opposition has been the stock-in-trade of the Harman Coal Company throughout the entire campaign. The association made frantic efforts to put an effectual stop to the enterprise, beginning with polite letters from the secretary of the association, following this up with orders to desist under penalty of "blacklisting," and then came the "blacklisting" itself. In the hope of finally winning them over, the secretary came to Chicago, and after a stormy conference left with the threat to "get" the company. This was immediately put into pamphlet form, and used as follow-up matter. A thirty-four page booklet, setting forth all facts in the controversy, was issued. It contained letters from large retail dealers in the Northwest canceling orders on the grounds that they could not afford to patronize a house which undersold them in their own territories, instigated, presumably, by the association. It also contained facsimiles of checks sent by the Harman Coal Company to the secretary of the Northwestern Retail Coal Dealers' Association to compensate local dealers where they had been undersold. In short, the booklet contained about everything needed to convince the reader that he was getting the worst end of the bargain by trading with his local dealer. Of course, all of this was exactly what was needed to make the campaign so successful.

The advertisements stated that
(Continued on page 22.)

How to Influence the Retailer

National Advertising vs. Local Demand

The Retailer cares nothing about National Advertising. *Local Demand* is what makes him reach for his order book.

The "Nationally Advertised" argument has been shot at him until the barb has worn smooth. The report of untold millions to be reached through your advertising no longer makes an impression.

What *he* wants to know is how many of those untold millions live within reach of his store, and how *often* they are to be given the impulse to buy.

About this time your salesman, if he is wise, gets very much interested in *some other* line of argument.

Because those "untold millions" fade visibly when analyzed and refuse to be tied to the retailer's store.

One magazine publisher, for instance, recently estimated that there are not over two million magazine readers all told, the balance of magazine circulation being duplication. Analysis of the circulation of several leading magazines shows 53 per cent. in cities of fifty thousand or over, representing a total of twenty million people.

Figure what that leaves to reach and influence the remaining sixty or seventy millions of this country. Then, figure how much effect there will be on the dealer in towns of fifty thousand and under through once-a-month impressions.

If there still is a doubt in your mind, investigate and discover, as

others have done, that no one magazine reaches 5 per cent. of the farmers and *all combined* reach less than 18 per cent. of the people who are the back bone of American prosperity.

You then will see why wise manufacturers are reaching out for mediums concentrated enough to create local buying on cities of twenty-five thousand where the bulk of the country's business is done and published frequently enough to give maximum immediate *tangible* results.

A comparison of the standard farm papers of to-day and of five years ago will show the result of this search for localized selling power. It will also show why the following papers have earned the title of

"Farm Papers of Known Value"

The Breeder's Gazette
Hoard's Dairyman
Wallace's Farmer
The Kansas Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Home and Farm, Louisville
The Dakota Farmer, Aberdeen
The Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer

We would like to show you some of the statistics with which you can arm your salesman. How one out of every *sixth home* throughout the farming states may be given a *weekly* impulse to buy your goods. How retailers in cities of twenty-five thousand and under themselves admit that 40 per cent to 90 per cent. of their trade comes from the farm families.

An inquiry will entail no obligation and will bring much "food for thought."

WALLACE C. RICHARDSON, INC.
Eastern representatives,
41 Park Row, New York.

GEO. W. HERBERT,
Western Representative,
1736 First Nat'l Bank Bldg., Chicago.

a ton of coal would be given away "free." This brought inquiries from thousands of farmers who were promptly sent the booklet referred to, and other printed matter, describing how best they could beat the "coal trust." The free ton of coal was given to the man who formed a club of five or eight friends who would jointly purchase and divide the car. This actually meant a saving of considerable money, and the farmer was not slow to see it. Inasmuch as the coal was of excellent quality, friends were made rapidly, the scheme was much advertised by

to Reason, Commoner, Chicago Examiner, Chicago Tribune, Wallace's Farmer, Goodall's Farmer, Orange Judd Trio, Farm and Home—northwestern edition, Ohio and Michigan Farmer, Indiana Farmer, Missouri Valley Farmer, Kansas Farmer, Mail and Breeze, Journal of Agriculture, Farmer's Wife, Kimball's Dairy Farmer, Farmers' Tribune, St. Paul Rural Weekly, Skandinavian, Nebraska Farmer, Wisconsin Equity News, Southwest Farmer and Breeder, Farmers' Advocate, Breeders' Gazette, Farmers' Guide, Twentieth Century Farmer, Farmer—St. Paul, Minnesota and Dakota Farmer, People's Popular Monthly, Northwestern Daily, National Farmer and Stock Grower, Oklahoma Farmer, Nebraska Farm Journal, La Follette, Iowa State Register, Farmers' Voice, Farmers' Review, Swedish Tribune News, Equity Farm Journal, Deutsch American Farmer, Farm Gazette, Farm Magazine, Chicago Live Stock World, New State Tribune, Farmers' and Drovers' Journal, Live Stock Report, Chicago Inter-Ocean, American Thresherman, Missouri and Kansas Farmer, Poultry Gazette, Farm Progress, Prairie Farmer, Gleaner, St. Louis Weekly Globe-Democrat, Hoard's Dairyman, Western Fruit Grower, Farm and Stock, South Dakota Farmer, Houston Post, American Farm Magazine, Inland Farmer, Topeka State Journal, American.

The results produced by the two pieces of copy shown herewith make an interesting contribution to the subject of copywriting. The advertisement headed "Ton of Coal Free" brought in the largest number of inquiries, but showed three per cent less business closed up than the copy headed "Robbery Stopped." This was due to the fact that many wrote for particulars of the "free ton" offer and finding that something was required before they would be given a ton of coal without charge, dropped the matter. On the other hand, those who were attracted by the scare-head "Robbery Stopped" proved the better purchasers. The free ton offer was inserted in both pieces

TON OF COAL FREE!

To introduce our Twentieth Century Method of selling coal direct from the mine to the man who burns it, we offer every reader of this paper an opportunity to secure one ton of coal absolutely free. Get the free book to offer your family if you are interested in saving money on every ton of coal you burn. It means dollars to you. SEE TO IT NOW!

Coal Trust Prices Smashed
ROBBERY STOPPED!
FREEDOM FROM THE COAL TRUST!

Send for the wonderful free book today. It gives you the opportunity to throw off the shoulder of the greedy Coal Trust. It tells you how you can buy coal direct from the mine at the wholesale price. Here you can save from \$1 to \$5 a ton on your coal. Write for this book and read it—and you will never buy another pound of coal ever!

Save from \$1 to \$5 a Ton

Send This Scare TODAY!
"COAL FACTS"

BUY COAL DIRECT FROM THE MINE

THE COAL FACTS

How a Greedy Coal Trust, Operating on the Basis of Greed, Has Made Millions of Dollars for Itself and Left the Farmer and the Man Who Burns Coal at the Mercy of the Coal Trust.

A FARM PAPER AD THAT SOLD COAL.

those who participated in it, and repeat orders came easily.

The appropriation leaped from \$250 to \$100,000 quickly. Farm papers were added with amazing rapidity, until the present list includes practically all of the well-known papers of the West. The list follows:

Northwestern Agriculturist, Dakota Farmer, Farm Stock and Home, Wisconsin Agriculturist, Pierce publications, Oklahoma Farm Journal, Semi-Weekly Farm News, Texas Farm and Ranch, Kansas City Journal, St. Louis Star, St. Louis Republic, Appeal

We Feel We Must Advertise in

Orange Judd Weeklies. Why we wouldn't know how to sell our seeds if we couldn't advertise them in your papers. It would be a public calamity for farmers and advertisers if Orange Judd Weeklies were not published regularly. So wrote a nationally known seed grower the day after our plant burned down three years ago. We'll tell you his name if you ask us. He sells direct and knows what each sale costs. Yet you don't have to do a direct mail order business in order to trace results from your advertising in Orange Judd Weeklies.

Lots of our advertisers sell through dealers, and are able to trace our sales by an increased demand from their country dealers. They find an inquiry from a reader of

The ORANGE JUDD WEEKLIES

Whether handled direct or turned over to a dealer, almost invariably results in a sale. For our readers are in earnest, they have confidence in our papers, and read them with open, receptive minds. Not only agricultural advertisers, but many general advertisers, who used to use magazines only, have found they can sell to our readers. It's because of the character of the 250,000 sworn circulation of Orange Judd Farmer, American Agriculturist and New England Homestead. They're read by the best class of farmers, who not only buy advertised goods by mail, but insist on getting named brands from their dealers. These three weekly farm magazines are really sectional farm papers—because they're so carefully edited for the localities where they circulate—and have all the advantages of sectional papers, with the added advantages in breadth of editorial view, of being national agricultural journals.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters :
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

The secret of the farmer's trade—

is **influence** through confidence.

A great many so-called farm papers do not bring results because they cannot command absolute confidence.

A second, and even a third generation, of rural people are now reading Farm Journal—they have been brought up with it—have heard it praised by their fathers before them. They have **used** its advice and **proved** it profitable.

Unless you sell steam yachts or gold bricks you need the farmer's trade. Go after it, but go after it with **the most influential introduction**.

It matters **all** how your ad comes to a farmer. His absolute confidence in the paper is the **final thing** that makes him take his pen in hand and **order your goods**.

The **first thing** you should do in picking a medium to head your list is to determine which is the most trusted farm paper in this country.

Not in this or that section, but in the **whole** country, and even Canada. The farm paper that a farmer turns to first, year in and year out, in the West, as well as in the East and the South, indicates the greatest certainty of sales at the least cost.

The Farm Journal

was the first of **all** publications—way back in 1880—to give subscribers a money back advertising guarantee. From that year until now that "Fair Play" guarantee has been printed in every issue. Every time it is printed it piles up added confidence in advertising. The present influence of the Farm Journal's advertising with its readers is perhaps unequalled in the world.

The **quality** of circulation is proved by the fact that the Farm Journal has **every one** of PRINTERS' INK'S honors—gold marks, roll of honor, guarantee star, and the famous sugar bowl awarded 1902 in the following words:

"After a canvassing of merits, extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

It is the only paper in the world with all four of Printers' Ink's distinguishing and distinguished marks.

You need the Farm Journal, and **now**.

December number is under way. 700,000 copies at \$3.50 per line. Last issue at this rate. Forms will close November 8th, but all the available advertising space is likely to be sold before that date.

FARM JOURNAL, Philadelphia

When You Buy Advertising Space

you want to get the most for your money, and know you are getting it. Do you know that FARM, STOCK AND HOME, Minneapolis, Minn., is the only farm paper in the Northwest that backs its circulation claims up with good solid cash? For four years it has had One Hundred Dollars deposited with Rowell's American Newspaper Directory of New York, to go to the first person showing that it has made a false circulation statement to the directory publishers.

Farm, Stock AND Home

is on record with the Association of American Advertisers permitting an examination of its circulation at any time. Unless it talks straight Mr. Examiner would have taken down that hundred long ago.

100,000 Circulation

Up to 1500 lines, - 40 cents

1500 to 2500 lines, 38 cents

Over 2500 lines, - 36 cents

Full Page, - - - \$265.00

Where can you get more for your money in advertising space?

THE ADVERTISING STIR IN THE FIREARM MARKET.

HOPKINS & ALLEN IN A VIGOROUS CAMPAIGN TO PUSH THEIR FIRST SPECIALTY—HOW THE CAMPAIGN IS BEING HANDLED—THE HOUSE ORGAN DOES GOOD WORK.

The situation in the firearms' market is rather interesting. As never before, the makers of revolvers are advertising, and the trade is being stimulated in every direction.

This is due largely to the fact that several new models are being put on the market by well-known manufacturers, and that they are endeavoring to outshine each other by advertising. The "Hammer the Hammer" advertising by the Iver-Johnson concern has for several years demonstrated what good advertising can do for a firearm, and for a year or two the trade has had hints that there was a big sales contest due between the firearm makers when the "automatics," which the trade knew were being perfected almost simultaneously by several big concerns, would come on the market. The Colt and the Savage "automatics" stirred up the business, so that the other firearm manufacturers are all in the field, primed with big advertising appropriations.

Many advertising men will agree that some of the very best advertising being done in this field is appearing for the Hopkins & Allen Arms Company, Norwich, Conn. Until a comparatively short time ago this concern manufactured simply a splendid staple line of goods, with an old-established reputation. But it made no specialties; nothing out of the ordinary run of firearms, until the "Safety Police Revolver" was placed on the market.

"The company had been working on a safe revolver for years," says E. M. Benson, advertising manager, "and in 1907 produced the above-mentioned arm which embodied all the qualities we were looking for. It was a fundamentally built-in safety—a mech-

anism simple in every way, but one that absolutely did away with accidental discharge. "Triple Action" was the term used, and as it was the basic principle of the safety mechanism, the name was well applied.

"This revolver gave us something unique, and raised our products out of the ordinary line of staple goods. We had a specialty of our own which need not depend on price alone to sell. With this exceptional revolver, backed by real worth, we started, two years ago, an advertising



U. S. Gov't Tested U. S. Gov't Approved

At the United States Government Armory, at Springfield, Mass., this weapon recently qualified at every point in one of the strictest and most strenuous tests to which a revolver ever was subjected.

In the United States Government Tests for accuracy, velocity, endurance, penetration, in the rust test, dust test, and one of the severest all-round service trials known, the

HOPKINS & ALLEN Triple Action Safety Police Revolver

passed with as nearly perfect scores as any weapon could attain.

To you, the revolver buyer, the results of this test is presented as a final, concrete evidence of real revolver worth. Add, then, to this proof of service-offering the exclusive Triple Action, the proof of triple safety, and in the Hopkins & Allen Triple Action Safety Police you have an serviceable and as thoroughly dependable a weapon as you can buy at any price.

Have your dealer show you the Hopkins & Allen Triple Action Safety Police. If he doesn't have a write us at once, explaining why, and we'll send you one direct, with delivery guaranteed. It and its contents, such as the 1908 Gun Guide and Catalog. This shows our other lines of firearms and accessories—the most complete range of high-grade, low-price firearms ever assembled in the world. It will show you how to get a reference for any revolver in the world. It's free. Write for it today.

The HOPKINS & ALLEN ARMS CO. • Chestnut Street, NORWICH, CONN.

MAGAZINE PAGE.

campaign. Most of the best national magazines, such as *Everybody's*, *Munsey's*, *McClure's*, *American*, *Outlook*, *Review of Reviews*, *Scribner's*, *System*, *Argosy*, and *All Story*, *Hampton's*, *Saturday Evening Post*, *Collier's*, and *Scientific American*, *Popular Mechanics*, *New York Clipper*, *Arms and the Man*, *National Guard* were used with full and half-page space. We also had a strong list of sporting papers, including *Field and Stream*, *Recreation*, *Hunter, Trader and Trapper* and *National Sportsman*. Our farm list, run at the same time, included *Farm and Fireside*, *Farm and Home*, *Missouri Valley Farm-*

er, *Chicago Blade and Ledger*, and local newspapers.

"The copy used was educational. We knew there was a demand for a safe revolver, and our arguments were centered around the exclusive mechanism of the Hopkins & Allen Triple Action Safety Police. We showed the advantages of having an accident-proof revolver in the home, office or as a pocket arm. Later, when the revolver had been tested by



TWO OF THE SERIES.

the United States Government, at the Springfield Arsenal (the most strenuous test to which a revolver could be subjected) we argued this fact strongly.

"We put conviction and enthusiasm into our copy, because we had perfect faith in the product, and the steadily increasing results fully justify this faith.

"Each advertisement contained a paragraph devoted to Hopkins & Allen Gun Guide and Catalog, sent free on request, and the clause making known the fact that we also manufactured rifles and shotguns. This brought in numerous inquiries from people not interested in revolvers, but wishing to purchase shotguns or rifles. Thus our Safety Police advertising carried along the rest of our line to a great extent.

"A personal form letter, properly filled in with name, date and signature, accompanied each catalog, and we endeavored to send these out immediately upon receipt of the inquiry. These letters, in addition to exploiting our goods, referred the inquirer to his dealer, but advised him to buy direct from us rather than accept

a substitute. Two weeks later a follow-up letter was sent to the inquirer, unless we had already heard from him, and this second letter has more than paid for itself.

"When the inquiry was received from a city or town where there was a dealer handling Hopkins & Allen goods, this was referred direct to him. We, of course, notified him of the inquiry, and asked him to write the inquirer, inviting him to come in and see the goods. Then, if the inquiry was received from a locality where we knew of no dealer handling our goods, we wrote to all the dealers, advising them of the demand, and telling them to stock the goods, or if they had a stock on hand, to advise us, so we could put them on our cards and refer all inquiries to them.

"Our dealer's list grew rapidly from this work, and about eighteen months ago we started to publish *The Report* as a monthly house organ. Our object in this was to retain the interest of the dealer after we had once secured his attention, and to place Hop-



SOME COVERS FOR THE HOUSE ORGAN.

kins & Allen before him every month. In this little publication we advise the trade of any new goods we are making; acquaint them with the best and most important selling points; give them window display and selling plans, and offer them advertising matter with their imprint. We have placed over 1,500 ready-for-insertion newspaper electrotypes through this little book, and have secured thousands of dollars' worth of local advertising.

"In *The Report* we have en-

deavored to co-operate with the dealer to our mutual advantage, and we can hardly calculate the great value to us of this house organ. We have distributed over 50,000 of these house organs in the last six months. We tell the dealer in all our letters and *The Report* to get the goods from his jobber, but to let us know if he has any trouble. Thus, we can approach the jobber as well as the retailer. Through these mediums we have added new dealers to our list, and strengthened the support of others who have handled our goods for years.

"We did not stop with the Safety Police, but continually added new features and selling points to our goods. Last year we put a clip, holding two shells, on one of our single barrel shot-guns, and called it Hopkins & Allen's "Three-Shot Single Gun." We advertised this in a strong list of farm papers with great success. The gun was a specialty, and just what the farmer wanted.

"We are planning a continuation and enlargement of all our advertising plans next year."

WANTS TO SEE TRADE LISTS PRINTED.

THE AMERICAN SCHOOL BOARD JOURNAL.
MILWAUKEE, WIS., October 7, 1909.
Editor of PRINTERS' INK:

The Little Schoolmaster would do many of its readers an important service were it to print lists of press-clipping bureaus, of news-service agencies, of building and trade report agencies, and of trade directories.

Looking for them in early issues,
WILLIAM C. BRUCE.

For the week ending October 16th there was turned out of the mailing room in the Phelps Publishing Company building over 1,500,000 pounds of printed matter, and over fifteen tons of copies of *Farm and Home* were put in the post-office in one day. William A. Whitney, advertising manager, invites all readers of PRINTERS' INK passing through Springfield to stop off and see their plant.

James J. Hill claims that the farms of this country are adding \$8,000,000,000 annually to the total of our assets which he says, in contradistinction to manufactured products, is actually newly created wealth.

F. Porter Caruthers has joined the staff of the S. C. Beckwith Special Agency, representing the St. Louis Post.

The First Issue of

THE BOYS' MAGAZINE

will appear about December 5th (dated January). The magazine will consist of 36 pages (11 x 15 inches) including a beautiful cover in colors.

Among our contributors we mention:

WALTER CAMP,
RUSSELL WHITCOMB,
ROE L. HENDRICK,
JOHN T. MCINTYRE,
HARRIET LOOMIS SMITH,
DAY ALLEN WILLEY,
BRADLEY GILMAN, ETC., ETC.

Among our artists we mention:

JOHN CASSEL,
BERNARD J. ROSENMEYER,
A. O. SCOTT,
ARTHUR E. BECHER,
H. G. BURGESS, ETC., ETC.

The Boys' Magazine will be strictly high class in every particular, and will be far and away ahead of anything yet attempted in this line.

Special departments will appear each month under the following heads:

ATHLETICS, edited by WALTER CAMP.

THE BOY ELECTRICIAN AND MECHANIC.

THE BOY PHOTO-GRAPHER.

**STAMPS AND COINS.
CURIOS.**

Until further notice the advertising rate will be 10 cents a line; \$1.20 per inch (12 lines to inch); one-quarter page (154 lines) \$12.50; one-half page (308 lines) \$25.00; full page (616 lines) \$50.00. Five per cent discount for cash. Width of advertising columns 2 1/4 inches, double column width 4 3/4 inches.

Copy for January issue must reach us on or before November 15th.

THE
SCOTT F. REDFIELD CO.

Publishers

SMETHPORT, PA.

Yearly subscriptions \$1.00.

Per copy, 10c.

On sale at all news-stands

N O W O N E C E N T

THE POPULARIZATION OF

THE NEW YORK
DAILY TRIBUNE

WIDENS A VALUABLE CHANNEL
TO THE ADVERTISER

THE reduced price is taking
The Tribune into many thousands of homes of people who want the best. According to statistics

===== TWENTY PER CENT =====

of the families of Greater New York are in receipt of incomes in excess of \$25 weekly. Your response must come from this class. The Tribune reaches it.

Buy on a Rising Market!

SELLING BEER IN A CONCENTRATED MARKET.

"KNICKERBOCKER" BEER BUILDING UP HEAVY TRADE BY AN ABLE \$60,000 NEWSPAPER CAMPAIGN IN GREATER NEW YORK—MEETING ANTI-LIQUOR SENTIMENT WITH A DISPLAY EDUCATIONAL CAMPAIGN.

By Frank H. Holman.

It has seemed to most people as if there were only two beer advertisers on earth—Pabst and Anheuser-Busch. Yet when they observed the great variety of corner saloon signs, done in every conceivable color and effect, they knew the name of brewers must be legion.

And so they are legion. The reason that the two great Western brewers have so monopolized attention is because they have been remarkably able advertisers—both nationally and locally. The great vogue of bottled beer has given them an opportunity to extend their organization so widely and thoroughly that the smaller brewers couldn't begin to stand against them. Pabst, for instance, a few years ago increased his sales 40% in Chicago, selling 20,000 cases in 30 months' time, by means of a newspaper campaign which the J. Walter Thompson agency planned.

Meanwhile, the smaller brewers tried all the arts and schemes known only to the brewery trade to build up business—most of them employing the now familiar plan of owning, in whole or in part, the saloons to which they sell. But even this plan has its limitations and breweries are finding competition very strong indeed—to say nothing of the sword of prohibitory measures hanging over their heads a little ominously.

At least one brewer has, however, shown himself to be shrewder than many competitors by making liberal use of the lever—advertising—that most brewers have supposed was only for the "big fellows" like Pabst and Anheuser-Busch.

The Ruppert Brewery, New York, brewers and bottlers of

"Knickerbocker Beer," have recently opened a \$60,000 newspaper campaign in and around New York which has already produced most effective results. Col. Ruppert has for years been studying advertising and become deeply interested in it as a trade-winning method. His plans to apply advertising to his own proposition matured not long ago, after completing a new one million dollar plant, and enlarging his capacity to 100,000 barrels a year, making his plant the largest in the East.

Choosing the Hudson-Fulton celebration occasion as the aus-

ONE OF THE MOST STRIKING NEWSPAPER LAYOUTS.

picious time to start a local newspaper campaign, Col. Ruppert got the J. Walter Thompson agency to prepare a campaign, several of the ads in which made timely use of the celebration. The keynote, greatly helped by the name Knickerbocker, was historic and educational—set in unusually good layouts which gave the ads excellent display value.

In three weeks' time \$1,000 had been spent, and General Manager J. S. Lambreth was so besieged with orders that the capacity of the plant was at its limit.

Several interesting additional

results of the newspaper advertising were noticeable. Scarcely more than three weeks after the New York advertising a carload order from out of town was received—due, undoubtedly, to the advertising in New York. It was also noted that every morning after the ads appeared there were a considerable number of telephone inquiries about the beer. These telephone inquiries gave unquestionable evidence of the local effect of the advertising.

The newspapers used, with 100 to 375 line copy, are scheduled so as to keep New York and vicinity covered every day. On Mondays the morning *World*, *Staats-Zeitung*, *Brooklyn Eagle*, *Evening Mail* and *Newark News* are used. On Tuesdays the *Times*, *Morgen Journal*, *Brooklyn Standard-Union*, *Evening World*, *Bridgeport (Conn.) Telegram* are used.

The Food Value of Beer
 Jacob Ruppert
 Knickerbocker Beer
 Ask the Waiter
 for
 Ruppert's Knickerbocker Beer

The Beer Question
 Jacob Ruppert
 Knickerbocker Beer
 The Beer That Satisfies

AN EDUCATIVE SERIES ON FOOD VALUE.

On Wednesdays the *American*, *Jewish Daily Journal*, *Jersey City Journal*, *Evening Globe* are used. On Thursdays the *Morning Sun*, *Jewish Daily Journal*, *Brooklyn Times*, *Evening Telegram*, *Evening German Herald* is used. On Fridays the *Jewish Daily News*, *Herald*, *Tribune*, *Hoboken Observer*, *Evening Sun* and *Bridgeport (Conn.) Post* are used. On Saturdays the *Press*, *Brooklyn Citizen*, *Evening Post*, *Yonkers News*, *Evening Journal*. On Sunday the *Telegraph* is used, and the *Freie Presse* is used once a month.

It will be seen by this schedule that Col. Ruppert is covering the

New York newspaper field like a blanket. His entire hopes of trade lie in New York and vicinity—he has no desire to become a national advertiser. He will eventually extend his campaign as far as Albany and in other directions.

Col. Ruppert has unusual ideas concerning beer advertising and the temperance crusades. He refuses to spend any money "fighting" Prohibition, or to get newspapers to publish press matter tending to undermine the temperance sentiment. He believes that if he will simply advertise sensibly the benefits of moderate beer drinking he will lessen the sentiment against mild intoxicants, and distinguish in the public mind between whiskies and other strong drink and beer.

A number of the new series bring out this idea strongly.

NEW AD CLUB FOR SYRACUSE

Syracuse advertising men met October 15th and formed a new sort of an advertising club into which printers, lithographers, etc., are not to be admitted. Thirty-one advertising men were present and Walter B. Cherry, advertising manager of the Merrell-Soule Company, was elected president; Miles T. Frisbie, advertising manager of the Smith Typewriter, was elected vice-president; Henry V. Watson, secretary; Fred R. Peck, treasurer.

The following is a list of charter members: M. T. Frisbie, L. C. Harte, W. H. Davis, J. D. Barnum, E. G. Countryman, S. L. Harrell, W. B. Roe, C. L. Litchfield, W. R. Stone, W. H. Burrill, J. J. Cunningham, W. M. Upright, J. B. Chase, B. R. Newhall, J. W. Brooks, B. A. Frankel, R. H. Eggleston, H. V. Watson, F. W. Clary, David Richards, C. S. Hyde, J. A. Tiffany, W. B. Cherry, W. C. Bucher, B. J. Brooks, J. A. Griffin, F. R. Peck, R. P. Heron, Walter Wakefield, Eugene Murphy and T. C. Curry.

Several attempts have previously been made to start advertising clubs, but this one was organized a little differently. Cards were sent to men who would be interested asking them to attend a dinner and indicate whether the date was satisfactory. Notices were also printed in the daily papers, but nothing was said about forming a club. The dinner was a fine success and will be repeated the third Friday in each month.

The Decatur, Ill., *Herald* issued an interesting fashion number October 14th.

The Minneapolis *Journal* announces William J. Hayes as advertising manager in place of Hugh A. O'Donnell.



This map represents the wealthiest agricultural territory not only in the United States but also in the entire world. Seven of these States have an agricultural wealth exceeding a billion dollars each. They are: Illinois, \$2,134,935,840; Iowa, \$1,926,056,915; Ohio, \$1,271,762,945; New York, \$1,117,544,903; Missouri, \$1,107,801,603; Pennsylvania, \$1,093,589,819; Indiana, \$1,037,503,710. The others range from a third to three-quarters of a billion. The total agricultural wealth of the territory is \$12,556,882,193. The total income of the territory last year from agriculture (exclusive of live stock) was \$2,375,246,355.

**THE
FARMERS' REVIEW**
(Chicago)

covers the western section of this territory with its circulation of over 35,000, going into the houses of the thriftiest and most progressive classes. It is a paper of "Practical Matter for the Business Farmer," with a staff of 10 salaried Editors and 647 regularly paid Contributors and Crop Reporters.

The **National Stockman and Farmer** and **The Farmers' Review** are now under joint ownership, but each has its own organization and is published in its own office. They form a powerful combination covering the thirteen richest agricultural States. Their readers represent the biggest buying power known to-day. Joint or separate advertising rates. Learn more about these great mediums. Complete information on request. Write to nearest office.

**THE NATIONAL
STOCKMAN AND FARMER**
(Pittsburgh)

with a circulation of over 120,000, reaches the cream of the eastern section. Its staff consists of 13 salaried Editors and 342 regular and special Contributors. The usefulness of this paper, the character of its circulation and the purchasing power of its readers make it "The World's Greatest Farm Paper."

The Stockman-Farmer Publishing Co.

FRANK E. LONG, Manager of Advertising

CHICAGO

PITTSBURGH

Kicks and Halfpence

"As one goes from John o' Groats to Land's End one gets more kicks than halfpence."—Old Saying.

By Earnest Elmo Calkins

After every big story which extends the scareheads of the newspapers there is an eruption of "hitching - your - wagon - to - a - star" advertising.

Just as soon as it was announced that Peary had discovered the Pole—I have my fingers crossed—the supplies and wearing apparel of Peary and his men began to be exploited by various kinds of advertising. For instance, in the street cars there is an advertisement of the Norfolk and Something underwear which the Peary expedition wore at the Pole. Nobody ever heard of this underwear before. This is probably its only outbreak into advertising, and is due to that particular twist in the minds of many manufacturers which leads them to think that if they can associate themselves with a much-talked-of event, they can get a great deal of advertising without paying for it. Of course, they cannot. The great chorus of "Peary wore me," "Peary ate me," drowns out the others, and all this kind of advertising will stop within a few days.

Any concern which has not in years found any good reason for advertising until Peary discovered the North Pole in a union suit, or Roosevelt shot a rhinoceros with a repeating rifle, might just as well maintain its unbroken silence.

The Pianola is not in this class. It took very legitimate advantage of the fact that the Pianola furnished amusement on board the "Roosevelt" during the long Arctic nights, because this was merely one incident of a long, consistent and thoroughly good campaign. There is a big difference here. It is wise of any advertiser who is doing advertising regularly to take advantage of anything, big or little, that brings his product, for the moment, in the public eye, but

such a thing is not enough excuse for a solitary advertisement.

* * *

You see this sort of thing done in a milder way all the time. The attempt to use a popular slang phrase or a topical song to advertise an article which has no relation to the phrase or song, is a great waste of advertising energy. Such manufacturers are seeking a short-cut. They want to eat their cake and have it. They want advertising without paying for it. They are looking for the royal road. They should be told that every man who attains advertising success attains it by advertising well and continuously; that no great commercial success has been built up over night; that good advertising is the adding of one good ad to another day after day, week after week and month after month.

There is a world-worn phrase about the constant dropping of water on the hardest stone, which applies just as fully to advertising as it does to other fields of human endeavor. Nothing leaves so little trace on the stone as the effect of the first drop or, for that matter, of any one drop. It is the constancy of the dropping on the same spot that makes the impression. The last drop is no more important than the first.

It is strange how much many manufacturers are obsessed by the idea that something that is important to them is important to the public. A favorable court decision about some obscure legal point in their business is placarded broadcast, although it is of no interest to the public, and has nothing to do with the selling of the goods. A man who has been fighting an infringement upon his patents for years and who finally gets a favorable decision, rushes into print with this as his first adver-

tising, without realizing that the great public has never heard of his goods and has never heard that they were infringed upon. This advertising is of the same class with that mentioned above—sporadic—here a little and there a little, but nowhere very much.

* * *

The advertising that followed in the wake of Roosevelt's hunting trip is another illustration of illegitimate advertising—advertising that is supposed to get the advantage that it does not get.

When Mr. Roosevelt secured his outfit from Abercrombie & Fitch it was a part of the agreement that the articles he selected were not to be exploited as part of his outfit. This, of course, was a terrible damper upon the spirits of the various sporting goods manufacturers, and they chafed visibly. The magazines were full of advertisements which hinted darkly at the fact without openly stating it. In every way these advertisers tried to violate the spirit while adhering to the letter.

When the first Roosevelt article appeared in *Scribner's*, an allusion was made to a certain rifle by name. This was a magnificent advertisement of the piece in question, inserted in the midst of pure reading matter, and mighty interesting reading matter at that. The arms company was not even satisfied with this magnificent, gratuitous ad, but immediately rushed into the magazines with a page headed "Truth will out," and quoting the paragraph from the Roosevelt article.

Of course, it cannot be denied that there is a certain amount of good advertising in the use of this rifle by an experienced hunter, but it does look as if this were a violation of the agreement, and also as if it were a considerable straining of the point to make an advertisement. After all, Mr. Roosevelt does not pay any more for his outfit than the average good hunter. His opinion of a gun is not necessarily any better than that of thousands of other men who have successfully used this particular rifle. The selection

of any article by a well-known man is not any greater endorsement than the selection of it by thousands and thousands of unknown men.

* * *

Mr. Peary, however astute he may be in discovering the Pole, is not an underwear expert. He probably bought the particular suit he wore just as you or I buy our underwear, and he simply discovered the Pole in the suit he happened to have on.

Did you ever see a lot of actors maneuvering to get into the limelight? These advertisers belong to that class—limelighters. The good advertiser makes his own limelight. Wherever Macgregor sits is the head of the table.

Just look over the advertising of the really great advertisers—those whose goods are household words, and whose announcements are seen in every good medium—and notice how little they have to use of other people's advertising. You do not find the National Biscuit Company claiming that King Edward prefers Nabisco Wafers, or the Curt's Publishing Company insisting that Mrs. Taft always reads the *Ladies' Home Journal*. These people know that millions eat their crackers, and millions read their publications, and that is the only thing that is worth while in advertising.

Hard'n B. Leachman, who has been conducting a special copy service agency in St. Louis and Kansas City for the past four years, has been granted a charter to do a general advertising agency business. The company has been incorporated with a capital of \$30,000, and at a meeting held in St. Louis, October 8th, the Board of Directors elected Hard'n B. Leachman, president; R. B. Kirwan, vice-president, and Emmett J. Finneran, secretary-treasurer.

The company will maintain offices in St. Louis and Kansas City, and will devote its efforts to the development of general advertising accounts. The policy of the firm will be announced later, through the advertising columns of **PRINTERS' INK**.

The Kansas City *Journal* has issued three most interesting books, one called "This Countryman of Ours," another, "This Country of Ours, the Great Southwest," and "A Million Mile Market."

In the Middle West

THE AGRICULTURAL EPITOMIST is the favorite farm paper in 225,000 farm homes. It is one of the best edited, best printed farm papers in the country, and is close to the hearts and pocket-books of its readers.

It is twenty-eight years old and is still growing—*fast*. 80,000 new and renewal paid-in-advance subscriptions have been received since July.

Advertisers are enthusiastic over the prospects for an immense trade among farmers this year. They recognize THE EPITOMIST as one of the greatest business-bringing forces they can use, and are taking advantage of the opportunity it offers of reaching a great number of farm people.

We want to tell you more about this great monthly farm paper and show you why it will pay you to include it in your list for the coming season.

**May we send you the
Facts and the Proof?**

**The
Agricultural Epitomist
SPENCER, IND.**

**or
FISHER SPECIAL AGENCY
150 Nassau Street
New York**

WALDO MADE ADVERTISING DIRECTOR OF "GOOD HOUSE- KEEPING" MAGAZINE.

The recent announcement by William A. Whitney, treasurer and advertising manager of The Phelps Publishing Company, that he had appointed Richard H. Waldo advertising manager of *Good Housekeeping Magazine* with headquarters in New York, and that in future he would be known as the advertising director, has much interested the publishing field. Mr. Whitney has had charge of advertising matters for the last fifteen years. He has built the revenue of that department to a total of nearly \$1,000,000 annually, and in assuming the office of treasurer he felt it necessary to make a readjustment of the executive detail.

The decision to give Mr. Waldo full charge of the magazine's advertising department was not unexpected. He had been acting advertising manager since last spring when Mr. Whitney went abroad for the summer. Mr. Waldo has been associated with *Good Housekeeping Magazine* for some four years and has made a particularly good record. At a recent meeting of the directors of *Good Housekeeping Magazine* he was made a director of the company.

In his work, Mr. Waldo will be closely in touch with Mr. Whitney, and will have the co-operation and assistance of Howard W. Dickinson, who has been appointed New England manager. Mr. Dickinson is known as one of the strongest men in his field. The Western office of *Good Housekeeping Magazine*, of which Fred L. Rogan became manager last spring, will continue with Mr. Rogan in charge.

Big business development is looked for as a result of the readjustment of the advertising staffs of Phelps Publishing Company.

BREAD BAKING COMBINATION.

A strong tendency is evident toward the consolidation of bread bakers. The great bulk of bread trade has heretofore been in the hands of various small bakers.

Following the recent organization of the United Baking Company, in New York, it is now announced that the president of the American Baking Company, St. Louis, who has organized the bakers of St. Louis and Kansas City, is to come into New York City with a similar combine. Five or six plants are to be in the company, each factory to deliver in its own section.

South Bend, Ind., has just finished a home-coming celebration. The *Tribune* issued special historical issues of much interest.

Richard A. Foley, advertising agent, Philadelphia, who recently combined with the Ben. Leven-Nichols Agency, Chicago, has relinquished that connection.

ANOTHER RAP FOR PEARS.

MERIDEN, CONN., Sept. 30, 1909.

Editor of PRINTERS' INK:

I have been eagerly scanning the last few issues of your valuable publication to see if someone had not asked for the assistance of your detective department in an effort to discover what the enclosed page represents. I see it contains the name of "Pears' Soap," and as it was in the advertising section of *Good Housekeeping*, assume it is a paid advertisement.

What is it for? Of course I can see the significance of the bear in a soap ad—that means that you use soap on the bare skin: and am I to believe that this is the same bear who has been chasing “Cream of Wheat” until he finally got a good dose, which had such a benign influence upon him, that he



MACKLIN, the celebrated actor, one evening made "The Cultivation of the Memory" the subject of a lecture, during which he said that to such perfection had he brought his own, that he could learn anything by rote on once hearing it. *Footnote.* Another actor was present and handed up the following sentences, desiring that Macklin would read them once and repeat them from memory.

"So the wren sees the garden, with a cabbage-bed, a stack of cabbages, and in the next time a great dishonour, coming up the street, says to himself, the dog—What! No Flare Soap? So he darts, and the very moment he turned the corner and there were present the Plimsolls, and the Jetties, and the Carrington, and the Grand Flimsolls himself, with the little round button on top, and they all left to playing the game of catch, as with one, all the corners of the car to the hands of these boys."

It is needless to say that Foote had the laugh of old Macklin, and that Pears' Soap is matchless for the Complexion.

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED

has seen the error of his ways, and now calls at the grocery for soap? And about the sub-heading: does that mean that old Mrs. Guppy, in the background, is a liar when she says there is no Pears' Soap in the shop? Is this illustration actually representative of the class who call for Pears'?

I have for ten years been an erstwhile student of advertising, and if you can help me to classify this original effect, I shall be truly grateful to you.

A. L. PELTON,
City Adv. Mgr.

Comfort has just issued a booklet giving some unique facts about its circulation and influence with readers. The booklet also makes the claim that advertising in the small town is most effective because the cities are over-advertised.

Come on out to Kansas

With the

Kansas Farmer

Not Because the Kansas farm products are valued at \$325,000,000.

Not Because the Kansas live stock is valued at \$215,000,000.

Not Because 4,035 automobiles were sold to Kansas farmers last season.

Not because Kansas is one of the five greatest wheat states.

BUT—

Because Kansas farmers and their families are buying liberally.

Because Kansas farmers need everything the city man does.

Because Kansas farmers are
buying trade-marked articles
of their local dealers.

Because Kansas farmers are substantial, serious minded, thinking men.

Because the

KANSAS FARMER

reaches 53,000 prosperous farm homes weekly and pays advertisers.

The only Kansas farm paper guaranteeing advertisers to subscribers.

We aim to co-operate with our patrons and feel that by putting them in good company, we are going a long way toward making their investment profitable.

Send for a book on Kansas.
Tells all about the conditions
there.

The Kansas Farmer
TOPEKA, KANSAS

WALLACE C. RICHARDSON, INC.

Eastern Representatives

41 Park Row, New York

GEORGE W. HERBERT.

Western Representative

1736 First Nat'l Bank Bldg., Chicago

STIMULATING TRADE BY "FLANK" ADVERTISING CAMPAIGNS.

GLOBE-WERNICKE COMPANY PUSHES
BOOK INTEREST TO STIMULATE
BOOKCASE SALES—STANDARD OIL
PUSHES OIL STOVES TO STIMULATE
USE OF OIL. — PERFUMERS HELP
TRADE BY ADVERTISING ATOMIZERS.

By G. Albert Strauss.

There is more to advertising than cog-wheel direct motor action. There are other sorts of "gears" more complicated but more effective for the many purposes of trade.

There are always reasons for the resistance of the public to determined advertising and sales efforts—reasons for the apparent slowness of consumption after a certain point has been reached. Many concerns have experienced brisk trade in their line, and then at a certain point of production and sales, it seemed to be impossible to go much higher. Some concerns having this experience have refused to allow their further growth to be blocked, and have spent more money on more sales and more advertising, thereby keeping their sales figures going ahead with something like satisfactory rapidity.

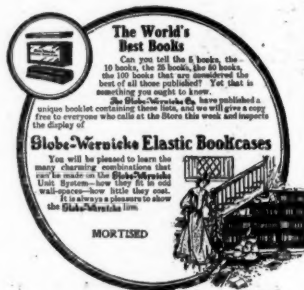
A large number of others have simply squatted down comfortably on this "maximum" and called it "all the trade can stand for." They "don't expect" more trade, and if you argue with them, they say, sarcastically, "You can't make women wear two hats at once, or two pairs of shoes or gloves. There's a limit to trade—you can't fill up the public beyond a certain amount."

This argument is used by a great many manufacturers as a reason why they don't advertise more. They will even exhibit sales figures to prove that in spite of their best efforts the sales totals reach their maximum at a certain figure. I have known a manufacturer to sit down in high dudgeon and "figure out" just how much of a commodity you can ex-

pect people to use, and the figure beyond which it is visionary to hope to get more.

Some automobile men were fond, a few years ago, of setting down the figures showing the average incomes of the country's population. They figured out how but a certain very small per cent of people earned upwards of \$4,000 a year, and how therefore the automobile business had only such and such a possible market. And yet the farmer, whose average annual income is but \$664, has bought 5,000 of the 10,000 automobiles registered in Iowa, for instance!

All of which comes to this point, that the so-called limitations and



STIMULATING INTEREST IN BOOKS.

"maximums" of consumption are not inflexible, but respond to brisk advertising methods.

Perhaps the brightest of all these advertising methods is what might be called a "flank" advertising campaign. This is an entirely different plan from the educational advertising methods which have been successfully relied upon to stimulate consumption. It is an indirect method of pushing one article whose sale and use will of necessity stimulate the sales of another article. The article pushed may not even be sold by the advertiser, or it may be sold only to help the real line.

The latest example of methods along this line is that of the Globe-Wernicke Company, the famous maker of bookcases, etc. This concern has advertised for years to educate the public to use

bookcases, but while large sales totals have been secured, it has realized that one reason why these totals were not still larger was because there needed to be still greater interest in good *books*. If interest in libraries and books could be stimulated, then sales of more bookcases would naturally follow.

As a result the Globe-Wernicke Company has issued a good booklet called "The World's Best Books," which it is now vigorously engaged in pushing. The booklet contains the selections of the best 5, 25, 50, and 100 books by such men as Canon Farrar, Charles W. Eliot, James Baldwin, Sir John Lubbock, Ruskin, and Roosevelt's "Pigskin" African list.

A large number of requests for this booklet have been received, and now the agents and dealers are being campaigned to advertise the book locally. The accompanying dealer's electro is being supplied to those dealers who will run it, together with copies of the booklet for direct mailing. The Cleveland agent has sent out form letters accompanying the booklets to a list of 5,000 names.

Undoubtedly the greatest example of a "flank" campaign is that of the Standard Oil Company. It is by no means content with mere booklets and educational campaigns—it makes at a remarkably cheap price the things which consume its greatest commodity—petroleum. It makes the "Blue Flame" oil stoves and heaters and the "Rayo" Lamp—all the finest products in their line, and made in such quantities and sold at such prices that a great number of people use them in preference to gas, etc.

If the Standard Oil Company did not conduct this "flank" campaign, it is practically certain that the use of oil would rapidly dwindle. The per capita consumption of petroleum is most carefully watched, and I am informed that just as soon as it gets below a certain figure, some extra money is turned loose upon "Blue Flame" and "Rayo" products, and that invariably it brings back the figures of oil consumption.

A New September Record

During the Month of
September, 1909

The
Chicago Record-Herald
Gained 239 Columns

in display advertising
over the corresponding
month last year and ex-
ceeded every preceding
September record in the
history of the paper.

This follows continuous increases each month during 1909.

The
Chicago Record-Herald
NEW YORK OFFICE
437 FIFTH AVENUE

How to Reach A Real Market

It consists of over 35,000 prosperous homes—the kind of homes in which the best advertised goods are used regularly. It includes professional people, business people and farmers who raise bees for both pleasure and profit, and it is covered by

Gleanings in Bee Culture

There is no waste circulation here—no dead wood to be paid for. Every subscriber is a probable buyer—the very best kind of a prospect you can have. A number of general advertisers have long ago discovered the value of *Gleanings in Bee Culture*. Send for a copy.

The A. I. Root Company
Medina, Ohio

This is a much more remarkable example of fundamental advertising analysis than I think many advertising men realize, for the Standard Oil Company has a powerful natural competitor in gas, electricity, acetylene, coal stoves, etc. Only advertising—delicately adjusted to vital figures and conditions, and directed against the “flank” of competitors—has preserved its magnificent sales figures for petroleum. It can meet competitors by superb organization, but natural deterioration of demand caused by more modern usages can only be met by such a “flank” method of advertising.

Some time ago a perfume manufacturer was complaining of the “natural” limitation of demand. He said that the total volume of perfumery used in any community was so small, considering it from the viewpoint of manufacture, that he sometimes got discouraged. “You makers of textiles, food products, etc., what a chance you have!” he said, rather enviously; “there is almost no limit to your market. But perfume!—why, people use a tiny drop once every day or week and a little bottle lasts them a long time. What chance have I for big sales?”

Yet while he was talking another bright perfume man was meeting the situation with a “flank” campaign. He had a great quantity of *atomizers* made for him, and he was putting them out in the trade on a price basis which allowed retailers to sell them at a big reduction. It took some dealers a long time to see the idea behind that flank movement, and then they fell to it with a vim. They saw that the very wide use of atomizers (which use a goodly quantity of perfume) would naturally stimulate the sale of perfume. This action greatly helped the perfumer, and the trade, though it also helped other perfumers. But why shouldn't this perfumer, or any other, get *direct* benefit from this idea by planning some advertising to the consumer to give atomizers with perfume in some way?

There are many lines of goods in which this “flank” principle may

be applied profitably in general or trade advertising.

The retailer and the department store can also adopt the principle very successfully—some bright ones do it now. If a most attractively priced leader is secured and made much of in the advertising, it can be a special help for *other* goods in the same line, too. An article correlated to or used in conjunction with other goods can greatly help sales. For instance, Marshall, Field & Co. may buy \$10,000 worth of waists and price them so low that the profits are not in themselves worth as much fuss or advertising space as is given to the goods. *But*—and here is where the shrewd merchandising comes in—the buyers of correlated goods—skirts, etc.—may join in the advertising idea and make the waist sale be the magnet for other more profitable sales. Carefully planned, this idea can do big things. A woman who comes to buy dress-goods usually wants linings, too, and other things.

The “flank” advertising idea would help many trade situations, and is undoubtedly an important manufacturing and selling tactic.

A NEW “FARM AND FIRESIDE” BOOK, ON IOWA.

Farm and Fireside has just issued its second volume in the series, “Some of the Things 1909 Farmers Buy.” As in the first volume, on Texas, this book deals concretely with specific farmers and farm dealers, this time in Iowa, describing their situation and wealth, and the advertised products they buy. Iowa is second among the States of the Union in agricultural wealth, first in corn, oats and swine products, second in milk, cows, cattle and horses. The per cent of ownership of farms is 65 per cent.

The farmers interviewed show great familiarity with advertised products generally, using the most up-to-date breakfast foods, Gold Dust, Jell-o, Bissell's Carpet Sweeper, Singer Sewing Machine, Pearlina, etc., Queen Quality Shoes, Cook's Linoleum, Mellin's Food, Ostermoor Mattresses, Hind's Cream, Colgate's Soap, Gold Medal Flour, Durkee Salad Dressing, Alfred Peat's Wall Paper, Munsing Underwear, White Mountain Ice Cream Freezer, Van Camp's Soups, etc.

The pictures are, as usual, extremely good, and the entire typography of the booklet is up to the usual standard of the McFarland Publicity Service.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

The New York American

Made a total gain of
1173 Columns
during the dull months of July,
August and September, and
October will roll up a gain of
over 500 columns—approximately
a genuine advertising gain of
500,000 lines in four months.

THERE'S A REASON
RESULTS

Some idea of the quality of the circulation of the Morning American may be gained from the fact that 90% of the American Manhattan circulation is in the best residential sections.

The New York American

33 Months' Supremacy

For the above period the Sunday American has been absolutely supreme in Display Advertising.

The record:

American - 27,851 1-2 Cols.

World - - 24,752 1-4 "

Herald - - 21,456 1-2 "

THERE'S A REASON

RESULTS

Q The American guarantees advertisers that the average paid Sunday circulation of the New York Sunday American is equal to any TWO other New York Sunday newspapers combined. Write it in the contract.

GEO. P. ROWELL'S ENTER- TAINING POSTHUMOUS TRAVEL ARTICLES.

NEW ENGLAND MAGAZINE PUBLISHES
THREE INSTALMENTS OF THE
TRAVEL OBSERVATIONS OF THE FA-
MOUS FOUNDER OF "PRINTERS'
INK"—SOME OF HIS CHARACTER-
ISTIC ANECDOTES.

Running through three recent numbers of the *New England Magazine*—the July, August and September issues—there has appeared a series of most interesting articles on "Switzerland," from the pen of the late George P. Rowell, founder and for many years sole owner of PRINTERS' INK.

These posthumous papers of Mr. Rowell were sent to the *New England Magazine* by Dr. Edward Everett Hale some time before the latter's death, but Dr. Hale neglected to state their author's identity, and the magazine published the first of the series anonymously. The matter was quickly recognized as Mr. Rowell's, however, and the editors, in printing the succeeding instalments, were able to give Mr. Rowell full credit for the authorship.

Many of PRINTERS' INK's readers—particularly those who were so fortunate as to have known its founder personally—know something of his nature-loving side, his intimate knowledge of birds, trees, flowers, fish, etc. This side of Mr. Rowell, perhaps, has never been shown more clearly than in these observations upon Switzerland as he found it during a two months' visit in the summer of 1907.

Purely as a contribution to the literature of travel, Mr. Rowell's impressions of Switzerland are deserving of a high rank. They are more than that, however. Mr. Rowell was brought up in New Hampshire—"The Switzerland of America" (although he says every one he met in Europe declared the two regions resemble each other "in no respect")—and his method has been to compare much that he has seen abroad with its counterpart in the New England state.

He flits lightly from the Alps country to the Granite state and back again, and in the process, frequently tarries on this side long enough to relate some characteristic anecdote of his New Hampshire experiences that improves the flavor of his narrative much as a good sauce improves meat. His story abounds in flashes of that brilliant wit and that quiet, dry humor for which Mr. Rowell was famous during life and of which there are such plentiful evidences in his book.

The scarcity of trees in Switzerland, and the consequent need for economizing in the matter of fuel, greatly impressed Mr. Rowell, who thus illustrates the pressing needs of the situation:

Who would have a fire in his fireplace in the bedroom of a Swiss hotel will, if he succeeds in getting it, be charged the equivalent of forty cents for no more than a good armful of spruce or pine wood, and additional supplies come very hard, indeed. The fuel is split very fine and cut very short. On one occasion I applied to the tender mercies of a Swiss hotel-keeper who had had twelve years' experience in the forests of northern Wisconsin. To my partly facetious appeal whether I might not be allowed two more toothpicks and a postage stamp with which to reinforce my fire, he not only sent up a large basket promptly, but out of consideration of his American memories and sympathies, made no mention at all of the fuel in the bill which was presented next morning before proceeding on my journey.

The sight of a number of magnificent yew trees leads Mr. Rowell by a rather roundabout train of thought to relate an anecdote.

In a muddled condition of mind, brought about by reading fairy stories, maybe, I long thought the yule log was a section cut from a yew tree, and was almost pained to ascertain that any sort of a log on the andirons burning at Christmas was a good enough yule log. How often we drift into notions not better founded. "I suppose," said I, once, to a young college graduate, "the Sagas of Iceland, about whom we read, were certain wise men of that land, were they not?" And in reply he told me that they were, an answer that pleased me much, for I had long had the same idea and only recently found out that I was in error.

Again, on the subject of trees, Mr. Rowell says:

They were very considerate of trees in Switzerland. In one city I had occasion to note a very handsome tree of the cedar variety, tall, large, graceful and vigorous. It stood at the side of

the street in precisely the place where the tracks should be laid for a trolley road. Did they cut that tree down to remove the obstruction? Not at all, but they made a sharp curve, a sort of semi-circle around it, and every passenger who is jounced around or thrown off his seat as the car whizzes by this point, may have occasion to know that the inconvenience to which he is subjected was an advisable sacrifice in the cause of beauty. It would have been a pity to sacrifice that tree, but in America it would have been done.

In describing briefly the government of Switzerland, Mr. Rowell gives an idea of the size of the lower house of the Swiss legislature and adds that the New Hampshire legislature is the most numerous legislative body in the world. He says:

The New Hampshire man who lives out his life without ever having been called upon to represent his neighborhood in the State Legislature has every reason to consider that his merits have been neglected, and that he has, so to speak, lived in vain.

Being an ardent angler, Mr. Rowell was much interested in the fish of the Alpine lakes and streams. He relates that though he spent many hours watching hundreds of tourists fishing in Switzerland, he saw just one fish landed, and that was a chub. Notwithstanding this, however, he was served on several occasions, he says, with brook trout—"the real thing." This leads him to tell the following anecdote.

In the White Mountains the brook trout at hotel tables is conspicuous for its absence or its tendency to be limited in size to an ounce or two and in number to the unit. Fifty years ago this was not so, but thirty years ago the condition had begun to exhibit itself. There is no better hotel in the White Mountains or in the world—if you have the price—than the Waumbek at Jefferson. In its early days, when it had passed out of the hands of its founder and had not come into those of its present conductors, I spent a night there, and on the breakfast bill of fare read the words, "brook trout."

I ordered brook trout and the well-intentioned waitress brought me *one*. It was not a trout, but a small chub, something larger than my finger. It was early in the season, the water in the streams was still cold and the fish hard and firm, while its multitude of bones were so small as not to be noticed in the process of mastication. It was good, and I desired the waitress to bring me another "trout." She reappeared and placed before me a small yellow perch. It had been properly skinned, was nicely browned, the edible part yielded readily to the fork,

parting from the strong backbone and the only criticism I had to make was that there was so little of it.

Appetite still prevailing, I hesitatingly appealed to the nice-appearing young woman to know if she could procure for me still another trout, and as she seemed quite willing, I ventured to ask that it might be of the same sort as the last, offering the conspicuous backbone as a sample of what was wanted. The man does not know what is good if he is not contented with a breakfast of well-prepared yellow perch, unless, as in my case, the number is limited.

The young woman vanished, and quickly returned with the tail half of a small pickerel that when alive and well would have weighed perhaps a quarter of a pound. The pickerel, in New Hampshire, if of moderate size, as most of them are, is a delicious fish, and with it I completed the most satisfactory breakfast of brook trout I ever had at a White Mountain hotel.

Mr. Rowell observes that most fishes are best broiled, but a trout should always be fried unless of unusual size. He adds:

But in Switzerland they insist upon boiling trout, even if they are not very large. They come to the table with mouth open, fins protruding, tail twisted around, and presenting a horrible, fierce appearance that can only be partially concealed by a plentiful application of the excellent sauce Hollandaise that is sometimes served with it. Fishes that appear in Coats of Arms and other Heraldic devices have, I think, always been boiled. Those that appear in religious devices and on steeples and weather vanes are always fried.

One delicious fish of the Swiss lakes, he says, is the Ferra, which he declares cannot be eaten too soon. He says:

My meaning will be illustrated by a conversation reported by two disciples of Roger Williams, who, while attending a convention of the preachers of their denomination at Chicago, walked by the lake shore and made conversation with a fisherman who was preparing his catch for market. Noticing the silvery sides of a fine specimen, one asked the man what fish it was, and he innocently replied, "We call 'em Baptists."

That struck the clergyman as a curious coincidence and led him to inquire how that name had happened to be accorded, and to his inquiry the fisherman replied with perfect seriousness, "I don't know, unless it is because they spile so soon after you get them out of the water."

Whether a person ever intends to go to Switzerland or not he will know a great deal more about the Alps country if he reads these three most interesting and instructive articles by Mr. Rowell on that wonderful country and its life.

UNIQUE ADVERTISING.

The New York Wanamaker Store, last week, published an unique typographically arranged ad. It was an excellent duplication of a newspaper first page, and the bright way in which the merchandise and news was handled carried a strong impression to the reader of the inherent news value of advertising. The type style was a close replica of the New York Mail's first page, including even the advertising talks, now a feature of the Mail, and the Advertisers' Blue List.

A feat along the same line but a great deal more extensive has been suc-

used for a claimed advertising expenditure of \$500,000.

HIRING AN ADVERTISING MANAGER.

Editor of PRINTERS' INK:

CHICAGO, Sept. 30, 1909.

A little over a year ago, Glenwood S. Buck, who at that time was advertising manager for the Buck Stove & Range Company, St. Louis, was approached by an acquaintance with this: "I am a go-between for a go-between and I am commissioned to ask you one question. I don't know who I am asking this question for, and can give you absolutely no more information than to repeat that I am merely a go-between for a go-between. The question I want to ask is, 'Would you consider an offer that would take you away from your present position?'"

"Sure, if there is any man who wants to separate himself from \$16,000 a year, I'll consider it," answered Glen, thinking little about the vague offer.

Nothing more was heard on the subject for some time. Finally Mr. Cunningham, of Butler Brothers, asked Mr. Buck to become advertising manager for that great concern with its business of over \$100,000,000 a year.

It devolved later that Mr. Cunningham had searched the country over for an advertising man big enough to handle the work. He had followed all sorts of clues. But he found that the real efficient advertising men were employed and could not be dislodged except by offering big salaries, and that is what he finally was compelled to do.

I write this simply because of the thoughts suggested by that good article by J. K. Schumaker in the October 6th PRINTERS' INK, his claim that real advertising men of great profit-producing calibre are about as numerous as hen's teeth. This incident shows what a merry time the big concerns have when they need efficient heads for their advertising departments, and it ought to suggest to the advertising men who are in the work the necessity of developing their own mental powers so as to be ready when Big Opportunity camps on their trail.

THOMAS DREIER.

The Broker's Distilling Company, Kansas City, is conducting a campaign in dailies and weeklies of dailies in the Middle West and Southern States advertising mail-order whiskey. H. W. Kastor & Sons' Kansas City office is placing orders for fifty lines,

WANAMAKER NEWS

HERE IS A WORLD'S EXHIBIT OF SUMPTUOUS WRAPS AND COSTUMES

CONFIDENCE MAKES HIM A BOY

PARIS MODELS' NOTHER EARTH AND PARIS CIRCLED FOR MATERIALS

DRESS GOODS SALONS DIFFERENT FROM ANY OTHERS IN THE WORLD

ITS NEW PARIS CLOTHES TALK OF ALL NEW YORK

THE DISPLAY AN "OBJECT LESSON IN ART OF DRESS"

THE COUNTRY BETWEEN YOU AND THE BEAUTIFUL FASHIONS—YOU CAN HELP YOURSELF TO WHAT YOU WANT TO SEE AND HAVE SERVICE OF A GOOD ASSISTANT.

Look out for a "W" on each blue page of the Wanamaker News.

Latest Fashions From Paris Of the Richness of Millinery

Wanamaker News

FULL-PAGE NEWSPAPER AD.

cessfully carried out by the Thermos Bottle.

A ten-page, full-size newspaper, the Thermos Herald, was published last week. The paper was filled with dispatches from various parts of the world, bearing on the use of the Thermos bottles, and it is surprising what excellent news interest was accomplished.

The inside pages contained accounts of the new automobile Thermos demonstration bottle, now making rounds of the country, and also a reproduction of the double-page spread to be run in the Saturday Evening Post, November 21st, appealing for Christmas trade.

The newspaper was intended for the dealer, and contained very well-written arguments. A double-page spread was used in reproducing the title heads of the various newspapers and magazines

supporting

INVESTIGATED

**By the Association of American Advertisers
and the Association Auditor Certifies**

That we have mailed more papers per week throughout the year than we guaranteed to mail.

WHAT A RECORD THAT IS!

He certifies that our average for the whole year ending September 30, 1909, was 83,985 per week, for the last month, September, 85,075. No issue in October has been less than 87,000 and the growth continues persistently, vigorously and inspiring.

The Farm Weekly That Reaches "QUALITY FARMERS" is the

NORTHWESTERN AGRICULTURIST

MINNEAPOLIS, MINNESOTA

It costs its subscribers double what any other farm paper in its state costs, but it is "wuth it," for it gives them double the value."

It costs its advertisers less per agate line per thousand circulation, though its space would be a bargain if the rates were much higher.

**The FARMERS OF ITS FIELD have just harvested
Crops Worth Over \$200,000,000.00 MORE**

than any other year's crops they ever raised. They have that immense wealth in excess this year, and will invest it in

More and Better Machinery and Farm Home Improvements

N. B.—Read our editorial in the October 2nd issue.

THE NORTHWESTERN AGRICULTURIST is paid by over 87,000 farmers to keep them posted every Saturday on the best developments of agriculture and the best purchases to make for the farm. It enters these homes as an old friend of the family.

Its counsel is regarded, for it has always been sincere. It can aid reliable manufacturers in their trade with these very prosperous farm families. It is the

WIDEST AWAKE FARM PAPER IN THE NORTHWEST

The Only Weekly Farm Paper In Minnesota
and the Dakotas

RATES:

Per line.....40c	2000 lines or more @.....33c
500 lines or more @.....38c	3000 lines or more @.....30c
1000 lines or more @.....35c	Per page.....\$250.00

BRANCH OFFICES:

844 Tribune Building, CHICAGO—B. W. Rhoads in charge.
1 Madison Avenue, NEW YORK—E. M. Mansur in charge.
24 Milk Street, BOSTON—C. P. Mellows in charge.

Address:

P. V. COLLINS PUBLISHING CO. 525-29 Seventh Street, S.
MINNEAPOLIS, - MINN.
P. V. COLLINS, President

BUSINESS DEPARTMENT

The Pueblo C

HAND, KNOX & Co.,
New York City.

GENTLEMEN:

We are informed that Mr. J. W. McKinney, the new owner of the Star-Journal of this City, is making some perfectly accurate statement of the respective Pueblo newspapers.

As you know, there are three daily Pueblo newspapers, The Chieftain, The Sun and The Star-Journal in the evening field.

The evening circulation is pretty evenly divided between The Chieftain and The Star-Journal. The Chieftain not only covers Pueblo thoroughly as the Sun does, but it maintains an early morning carrier service in every city and town to the Kansas State line, as well as a large mail circulation.

The Chieftain management, for a long time, has been maintaining a large circulation in their field settled once and for all time.

There is one way this can be done effectively and that is by being willing and ready to adopt, viz., an examination of the circulation by thoroughly competent and reliable accountants. We are willing to have our bona fide paid circulation of the total bona fide paid circulation of the Star-Journal will submit to a full examination of its books and records. The Chieftain will immediately thereafter submit to similar examination.

If as the result of such an examination it is not found that the bona fide paid circulation double that of the total bona fide paid circulation of the Chieftain will pay the sum of one thousand dollars in cash to the Association.

Respectfully

SS DEPARTMENT OF

Pueblo Chieftain

PUEBLO, COLO., Oct. 2, 1909.

inney, the newly employed Special Advertising Agent for
the perfectly absurd statements concerning the circulation of

no newspapers, viz., The Chieftain in the morning field
evening field.

y divided between The Sun and The Star-Journal, while
oughly as the only local morning newspaper, but main-
every city and town in the Arkansas Valley from Leadville
mail circulation in other sections of Southern Colorado.

ime, has been desirous of having all questions of compara-
d for all to the satisfaction of every advertiser.

ively and that way The Chieftain now, as it ever has, stands
ion of the books of the Star-Journal and Chieftain by

nts. We assert that the Chieftain has twice the total
ide paid circulation of the Star-Journal, and if the Star-

of its books by the American Advertisers' Association the
to similar examination by the same accountants.

t is not fully demonstrated that the Chieftain has a total
total bona fide paid circulation of the Star-Journal the
dollars into the treasury of the American Advertisers'

spectfully yours,

THE CHIEFTAIN PRINTING CO.

By I. N. STEVENS, *President.*

Automobile Inquiries at 15c

What Drovers Telegram Advertising Did

H. K. TULLER, PRES. AND TREAS.

BERT H. TULLER, SECRETARY

TULLER CULTIVATOR COMPANY,

MANUFACTURERS OF

DISC CULTIVATORS

HOME PHONE

MAIN 2379

BELL PHONE

FACTORY AND OFFICE:

429-431 WEST 6th ST.

KANSAS CITY, MO., August 30th, 1909.

Daily Drovers Telegram,
1710 W. 16th St.,
Kansas City, Mo.

Gentlemen:--

It will probably interest you to know that from the four inch Automobile Ad. we used in your publication last Monday, we have received 25 inquiries to date and letters are still coming in.

The letters are mostly from Kansas, but the list includes some from Illinois, Iowa and Nebraska.

This showing is in the nature of a surprise to us and we are glad to give you the information that you may use it to your advantage.

Yours truly,

TULLER CULTIVATOR CO.

Bert H. Tuller, Sec'y.

**DAILY
DROVERS
TELEGRAM
READERS**

- Are Farm Owners.
- Are Buying Automobiles.
- Have money and are the best automobile sale prospects to-day.
- Are buyers and users of everything useful and up-to-date in farm equipment.

ARE WORTH YOUR CULTIVATION

We have 43,800 of "Him," paid in advance. Let us tell him your story.

DAILY DROVERS TELEGRAM

1505 Genesee Street,

KANSAS CITY, MO.

a meeting of merchants and business men to explain the scheme, and they all walked down the street to inspect a sample light. Unfortunately, just as the Mayor was explaining, a band of Salvation Armyists started up a hymn to the tune of "Hail, Hail, the Gang's All Here." The business men advised restricting the advertising carefully, while a "Citizen," writing to the Indianapolis *News*, spurns the entire scheme, and asks scornfully how the city will be benefited by having the street corners decorated with messages such as "Mme. Somebody's Corsets," "Bethulitic Chewing Gum," "Spiven's Corn Cure," etc.

* * *

"A good name is rather to be chosen than great riches." So runs the ancient and honorable admonition, and New York evidently has come under the spell of its truth. Up in Long Acre square, where the lobster palaces are peopled with show girls, and the best people from afar, unknown persons have erected a giant figure of Old Lady Truth, victorious over her conquest of Slander. Crushed to earth, she has risen again and again, until she towers in the broad way, upon her staff base, in imitation marble. What her name is, what the place from whence she came is, questions all New York is asking, are not answered.

* * *

If this desire to advertise against popularly conceived libel continues, and if the cities of the country begin campaigns of monuments with the idea of dispelling a prejudice born of editorial paragraphing and sayings of cynics, what a collection of heroic ladies will greet tourists!

Chicago could build a giant figure in Grand Park, on the Lake front, to dissipate the slander that the wind blows one off one's feet, and that part of the city smells to Heaven when the wind is from the stockyards quarter. Pittsburg could erect such a figure to prove that not all of its population are millionaires bent on burning up money in New York, and that the city is not as black as its

rolling mill chimneys paint it. Just think of the size of the figure needed to impress visitors to Salt Lake City that all of the inhabitants do not have eight legalized wives, and as many more as they can gather in on the side.

It would take some sizable figure, too, in Cincinnati, to prove its population anything but drunkards, when the leading cafés operate with a half a hundred bartenders, and another to argue against the fact that the hills of the city are so steep that owners of fine broughams and liveried servants employ sturdy mules to wind up the mountain passes to the residence sections, since horses wouldn't last a week in the work. Boston has so many slanders to nail that it would be unfair to list a few reasons only why such a purity girl should be erected in the Common or in Haywood Place.

Utica doesn't need any plaster staff damsel to counteract the calumnies of being a frivolous loving people. When a traveler is marooned at Bagges' or Butterworth's hotels, in that city of a Sunday, he has a choice of two pleasing pastimes. He may walk down Greenwood avenue and see the home of James Schoolcraft Sherman, our Vice-President, or he can hike out Bleeker street to the cemetery, and view the grave of Roscoe Conkling.

* * *

Hartford, Conn., is considering following the lead of New York in the erection of a lie annihilator, and may erect a pleasing statue of a lady to prove that the early settlers of Connecticut did not employ their time making basswood hams and wooden nutmegs, and also to prove that the figure of Genius on the State Capitol dome holds aloft laurel wreaths rather than a couple of pretzels, as has been charged since the building was finished, in 1879.

The *Business World*, the oldest business magazine (established 1881) has been purchased by experienced publishers. The Business World Company, New York, being organized to publish it with Hugh R. Conynghton, of the Ronald Press, at the head. An aggressive policy is to be instituted.

A TRULY ANCIENT AD.

DRY GOODS PUBLISHING Co.
CHICAGO, Sept. 22, 1909.

Editor of PRINTERS' INK:

When looking over last evening's paper I thought they had revived the old Chinese puzzle, when I came across the enclosed announcement, signed Heileman Brewing Co. Every time you see a green label, with a bunch of "smear-type" thrown into its face at random, take an hour off, compare with laborious notes which you have taken beforehand, to see if you are on the right track for "Old Style Lager." Then drink the beer, whether it be O. S. L. or no, pay your check—for

The Bottle with the Green Label

THIS next time you are at the Club, Café, or Buffet, look for this label in Germany. You will then know how popular "Old Style Lager" is, because this is an exact reproduction of our old time label.



S. HEILEMAN BREWERY COMPANY
W. J. WILBART, Rep. Chicago Branch 222 State Street—Phone Exchange 100

you have kept the waiter long enough. I wonder what more you see, other than portrayed on Heileman's label, after one bottle of "Old Style Lager?"

W. R. KOPALD

The Y. M. C. A., Twenty-third street, New York, has established a course in journalism, under the direction of Frank L. Blanchard and Arthur Benningham. Among the speakers announced are Chester S. Lord, New York *Sun*; Herbert F. Gunnison, of the Brooklyn *Eagle*; Charles E. Chapin, of the New York *World*; John H. Hennessy, of the New York *Press*; Robert Davis, editor of the *Munsey* publications; H. L. Stoddard, of the *Mail*, and J. Clyde Oswald, of the *American Printer*.

George P. Ide & Co., Shirt and Collar Makers, Troy, are now placing their advertising through N. W. Ayer & Son, Philadelphia.

The Winston-Salem, N. C., *Sentinel* has just moved into a new home. The *Sentinel* has been strong in this section since 1885. The *Western Sentinel*, converted several years ago into a semi-weekly, is also published from this office. Rufus A. Shore is the manager and Robert McQuoid has been made New York representative.

NEARLY A

Quarter of a Million Families

HOLD

The Toledo Weekly Blade

in hand every week. Each of them has paid his subscription in advance—its rate is fifty cents a line, the lowest rate for the most circulation for the sanest, soundest strongest—for the most solid result bringing circulation in America. You can't make a dollar go half as far and bring back half as much in immediate returns in any other medium we know of.

PAUL BLOCK, Inc.

Managers of Foreign Advertising
New York Boston Chicago

Iowa Farmer

(Incorporated)

How much do you pay for space? Get in to a live one at a reasonable figure, and take time to investigate. It is the Standard size and the Best of them Editorially.

Special Investment Offering of the Iowa Farmer Publishing Company of Dubuque, Iowa.

Ten dollars per share 7 per cent. guaranteed Stock now on sale. The amount of stock offered is very limited. The Investment is of a character rarely, if ever, offered to the Public. The entire amount realized from the sale of the stock goes into the development of the publication you can farm by. A large sum will be invested in an experimental farm, to make IOWA FARMER more practical and profitable. Investors also participate in all earnings over and above the fixed rate of interest. Address: Iowa Farmer Publishing Co. Dubuque, Iowa.

BIG DEVELOPMENTS IN MAIL-ORDER ADVERTISING.

DEPARTMENT STORES VERY ACTIVE IN REACHING ALL OVER COUNTRY FOR TRADE—MAIL-ORDER BUYING EXTENDING BEYOND RURAL COMMUNITIES.

By Willard Reed Messenger.

Mail Order Advertising Manager, R. H. Macy & Co., New York.

Conspicuous and profitable changes are being made in many different departments of advertising.

If the entire field of advertising were carefully surveyed, the result, I think, would show that the most radical and perhaps the most profitable changes of advertising policy are being made in connection with mail-order advertising in the United States.

Sears, Roebuck & Co. have begun a style of advertising entirely new for their organization. Wanamaker's are presenting a new series of classified merchandise folios and catalogues to the American public, through magazine announcements which are noticeably unlike most mail-order advertisements.

R. H. Macy & Co. are increasing their mail-order business by methods the most important of which have been adopted during the past year, and the same policy of aggressive activity continues, with proper respect, but without unreasoning reverence for antiquated traditions.

Mail-order advertising has, until quite recently, been confined chiefly to magazines and mail-order publications, and planned to produce immediate and direct results which have been carefully keyed and tabulated, and hitherto little consideration has been given to general publicity in connection with mail-order advertising.

This policy has perhaps been necessary because the small volume of business done by the majority of mail-order concerns has been insufficient to warrant general publicity expenditures, and the two or three firms whose business might warrant general pub-

licity have been dealing chiefly with remotely situated customers in rural communities which has made general publicity somewhat difficult, even though it might have been profitable.

These two conditions—insufficient volume of business and remotely situated customers—which have hitherto tended to discourage general national mail-order publicity, are now being overcome with almost overwhelming rapidity.

The annual sales of firms doing mail-order business have increased and are increasing to-day tremendously, so that the volume of business is, in a large number of cases, no longer a barrier to successful publicity campaigns.

And buying by mail is no longer confined to rural communities; Far-sighted merchants in New York and Chicago and in London and Paris have recognized the demands of homes in towns and smaller cities and have freely offered the better qualities, larger assortments and newer styles.

The situation to-day, both in America and abroad, presents a larger number of aggressive and prosperous firms doing a rapidly increasing mail-order or postal service business not only in rural districts but in villages, towns and smaller cities in the United States and in Canada, and in England and on the Continent.

These changed and changing conditions remove the barriers to general national mail-order publicity, not only in our own country but in foreign countries, because instead of firms distributing catalogues by the thousands or tens of thousands as formerly they are now distributed by the hundreds of thousands and even by the millions in towns and small cities as well as in the more remotely situated homes.

The catalogue distribution in many instances is or will be so general and the volume of business so large that general publicity will prove just as profitable as in the case of widely distributed goods sold through retail stores.

It is not at all unlikely that in

To Advertisers

PARIS MODES' GUARANTEE

❑ Will any other Woman's Magazine give you as good a guarantee?

❑ PARIS MODES guarantees an average monthly circulation of 250,000 copies from October 1st, 1909, to October 1st, 1910.

❑ PARIS MODES guarantees to rebate advertisers *pro rata* for all shortage of this guarantee.

❑ Rate \$1.00 a line, \$300.00 a page (400 lines to the page).

❑ Can you obtain this guarantee from any other Woman's Magazine?

December Circulation, 280,000

The Paris Modes Company

36-44 West 24th Street ❖ ❖ ❖ New York

UNDER NEW MANAGEMENT

The Business World

A Magazine of Practical Business

The attention of advertisers is called to the fact that this oldest of business magazines (Established 1881) is now in the hands of experienced publishers who will devote their best efforts to making it the leading journal of its class.

Unusually attractive advertising rates for its high-class circulation may be had upon application.

THE BUSINESS WORLD COMPANY

229 Broadway, New York

CIRCULATION STATEMENT FOR OCTOBER

The Farm Magazine Section of THE FARMERS AND DROVERS JOURNAL—Thursday's issue—reaches Corn Belt stock farmers—50,000.

Ill.	13,370	Neb.	600
Ind.	3,800	N. D.	350
Ia.	14,060	Okla.	300
Kan.	700	Ohio	1,100
Mo.	3,500	S. D.	1,000
Mich.	2,100	Wis.	4,400
Minn.	3,000	Miss.	1,095
Mont.	700	Canada	150

Bear in mind the subscription rate of THE DROVERS JOURNAL—\$4.00 per year—and its age, 87 years. Ask for a copy of Thursday's issue with its Farm Magazine Section—of high-class educational text.

The advertising rate is flat 15 cents.

26 Exchange Ave., Chicago.

B. W. RHOADS
Advertising Representative
Tribune Bldg., Chicago.

THOS. H. CHILD
Advertising Representative
Flatiron Bldg., New York.

the very near future outdoor advertising will be employed in exceptionally good mail-order territory, and mail-order firms will doubtless soon be solicited for advertising space in the street cars of smaller towns and in the cars of commercial electric lines, and newspapers may also share in some of the appropriations which have hitherto brought such good results from the magazines.

This will give mail-order advertisers an opportunity to test the advantage of intensified territorial campaigns often so ably advocated by those who sell street-car and newspaper space.

There are many other forms of general publicity which are already being employed by mail-order advertisers and also methods for intensified territorial advertising, and it might prove profitable to those who sell the various classes of advertising to consider their adaptability to the rapidly changing conditions and increasing possibilities for profitable general mail-order publicity.

ACTIVITY IN RELIGIOUS ADVERTISING.

Announcement is made from the headquarters in New York of the Home Mission Council, composed of the national boards of various Protestant denominations, that a country-wide campaign to educate the public in the social, racial, economic and religious problems of the day will be begun in January by that body. Although it is stated that it is to be the "most comprehensive advertising campaign ever attempted by the churches," and that newspapers, magazines, posters, billboards, etc., will be used, PRINTERS' INK's understanding is that the campaign will be in reality an extensive and thoroughly organized publicity movement, in which modern advertising methods will be called into play.

The Rev. Charles Stelzle, superintendent of the Department of Church and Labor of the Presbyterian Church and author of "Principles of Successful Church Advertising," will direct the campaign. Among other things, Mr. Stelzle, as an advertising expert, will pass upon the literature issued by the score of societies and boards represented in the Home Missions' Council and devise ways to make this propaganda ammunition more effective. It is also intended to syndicate to the various national boards attractive printed matter which may be issued by all of them. This plan is expected to result in greater economy and a far better type of literature than is now used.

BETTER FRUIT



¶ The magazine that reaches the most progressive fruit-growers in the world—a big, prosperous, up-to-date class of consumers. Edited with the same care as the highest priced general magazine, handsomely illustrated, splendidly printed.

A Fruitful Market for the Goods You Sell

¶ Advertisers who cultivate this field secure results out of all proportion to the cost, because fruit-growers have the money with which to buy good goods—*and they buy them.* They *will* buy yours if you “show” them.

¶ Cover this great market thoroughly and effectively by advertising in BETTER FRUIT. Send for full information and sample copies.

Better Fruit Publishing Company
Hood River, Oregon

\$2,000 for Luxuries

is what the average farmer has to spend this year and the farmers of the Middle West have more than this. The average magazine reader probably has about \$25.00 per week or \$1.300 a year income, from which he has to pay about \$300.00 to \$400.00 for rent and about as much more for living expenses, leaving not more than \$300 to \$500 to spend for luxuries.

That advertisers are beginning to realize this fact is demonstrated by the great increase in the number of advertisers that are using farm journals.

Not only does the farmer have no rent to pay and has his living off the farm, so that this excess income of over \$2,000 on an average is a surplus that he feels free to draw upon for anything he wants, but the fact that he has an assured income and has not got to worry about losing his job or lay awake nights thinking what will become of his family if he should be taken sick, makes him more free to spend his income than a man on a salary.

Hitherto the farmer has used his surplus money to buy new and improved farm machinery, built new fences, put up new buildings and pay off his mortgage, but good crops and rising prices for the last eight years have gratified these desires and he is ready now to buy anything that you convince him he wants. Last year the little city of Sioux C'ty, Iowa, sold 95 automobiles to farmers. This year they are looking for something else to buy.

While all the farmers are prosperous, the farmers of the Middle West are the most affluent, and the following list of papers cover this territory like a blizzard.

Farmer's Guide, Huntington, Ind.

Farm News, Springfield, Ohio

Farmer's Voice, Chicago, Ill.

**Northwestern Agriculturist,
Minneapolis, Minn.**

Farmer's Tribune, Sioux City, Iowa
Register & Farmer, Des Moines, Iowa

**For sample copies and rate-cards send to the
MANSUR SPECIAL AGENCY, 1 Madison Ave., N.Y.**

SELLING AGENCIES IN LONDON FOR AMERICAN GOODS.

THIS IS A BIG FIELD FOR AMERICAN ADVERTISING—MANY GREAT SUCCESSSES HAVE BEEN WON—BRANCH OFFICE AND SELLING AGENCIES COMPARED—HOW A SELLING AGENCY WORKS.

(Special Correspondence)

CLUN HOUSE, LONDON.

A good proportion of the best advertising done in this country is done by Americans. This does not mean that it is American advertising. All American products which have been exploited with success here have had the copy adapted to our market. The public point of view is so different from what it is in America that not only advertising, but sales-plans and organization, have to be profoundly modified.

But when the advertising and organization are properly adapted to our requirements you have a fine field here for business. The United Kingdom has more than half the population of the United States and only a small fraction of its area. The distances are short, the railroad is everywhere, excellent, and a force of from six to eight traveling salesmen can take care of the whole field. Less than one dozen important daily newspapers cover the entire ground like a blanket, and, in proportion to circulation, space in them is cheap. This does not mean that no other publications are valuable. But a start can be made very easily and quickly. The general level of advertising is lower in respect of smartness than in America, consequently it is not so expensive to buy good copy, though large salaries are paid to really good copy-men.

Fels-Naptha, Sapolio, Gillette Safety Razors, Colgate's and Williams' Shaving Soaps, Quaker Oats, Grape Nuts, American Typewriters and Office Cabinets, Fountain Pens, Sorosis Shoes, Bissell Carpet Sweepers, Sozodont, canned goods from Armour's, Swift's and the other packing houses, Scott's Emulsion,

Carter's Little Liver Pills and the products of the American Shoe Company occur to me as conspicuous, continuous and contented advertisers. There are many others—more than there is room to print. An American product brought to this country practically always succeeds if it is handled aright from the start. Mistakes are easy to make but they are also not very difficult to avoid.

BRANCH OR AGENCY

There are two ways of opening the market. One is to open a branch office in London or elsewhere and send over a manager to tackle the organization and advertising. If the manager is wise he will devote a good deal of study to national habits and a good deal of forethought to organization. He will not go bald-headed at the advertising proposition. He will find plenty of problems. American systems of collection and accounting, if introduced here, would cause a good deal of prejudice. This is a very conservative country and it is not wise to disturb the fixed habits of any particular trade. Almost every business has established prejudices, and an inexperienced man coming with a new article in the grocery, hardware, drug, textile or other class, would fall down heavily if he tried to open out business without having acquainted himself with the special peculiarities of the trade which he had to deal with. Often a considerable amount of study has been required in order to get the hang of things. The Auto-strop Razor had been here a long time before it really got hold of the market. It is now a big seller. The same with others. Many concerns have tried the markets and retired, not because there was anything wrong with the goods or the market, but because the manufacturers tried to tackle the proposition in a wrong way. More discouragements have occurred through an inexperienced opening than any other cause. It is the easiest thing in the world to make a mistake which may prove very costly.

Appointing a selling agent is

much less hazardous than opening a branch. The agent has his experience ready made. He does not have to buy this experience at the dear price which a branch manager will have to spend. He is paid by commission on the sales effected.

Employing a selling agency, however, does not preclude the sending of a man from headquarters to survey the plan of operations. It is very wise to send a man. But this man can be immensely helped by a well-equipped agency concern.

METHODS OF AN AGENCY HOUSE.

There are four or five agency houses in London which do business with America. The oldest and best-known of all is, of course, that of J. M. Richards—now incorporated as a company, John Morgan Richards & Sons, Limited. In close alliance with this concern is another, the American Agencies, Ltd., which John Morgan Richards controls, having as one of his partners in it, William P. Ward, of the firm of P. H. Drake & Co., Brooklyn. Mr. Richards, I believe, was the earliest English subscriber to **PRINTERS' INK**. Mr. Richards came to England in 1869 to open a branch office, but he very soon went into the agency business on his own account. His firm, which has fine offices on Holborn Viaduct, handles the English business for Colgate & Co., the Carter Medicine Company, Davis & Lawrence Company, Ltd., Antikamnia Chemical Company, Emerson Drug Company, Eli Lilly & Co., the Palisade Manufacturing Company, and other American advertisers, and has also a number of Continental agencies, including L. Eeckelaers, Brussels (Toilet Soaps); J. D. Stiefel, Offenbach (Medicinal Soaps); Renouard-Larivière & Cie, Paris (Eau des Carmes), and Serravallo, Trieste (Tonic Wine).

The advantage of dealing with an experienced and well-established house is that in the trades which it handles you have at the start the introduction of a firm known to all the retailers. You have as well an agent with whom all jobbers have an account open,

and jobbers will work for such a firm in a way that they will not work for a new concern. It is not a matter of personal favoritism. It is a matter of commercial good sense. The jobber expects to be protected against being stuck with new goods, and if he gets a promise of such protection from a house that he knows, he can not only believe the promise, but also enforce fulfilment of it through the other lines for which he owes the house money. Leading jobbers in most businesses employ travelers, and if you are well introduced to them you get help from their sales force.

At the same time, jobbers can not be expected to do pioneer work. The Richards Agency has eight good salesmen of its own on the road, outside of London. Getting trade representation is a very speedy matter with an organization like this at the back of you. The whole selling proposition is carefully considered, and plans are mapped out for covering the ground. The samples and store printed-matter are handed out to the proper salesmen, who are carefully instructed in the selling story. Being engaged all the time in this sort of work, they are well trained in pitching upon the right arguments to use with retailers, and they can secure representation ahead of any expense for advertising. The Colgate Agency was handled for some twelve years before any newspaper advertising was undertaken. Similarly with the Bromo-Seltzer introduction. This was got into the stores. As the soda-fountain began to make its way in this country it was got on to the soda-fountains, and a lot of good advertising to the general public was done by inducing retailers to circulate booklets. In this manner the initial loss from advertising without an outlet was saved.

ADVERTISING ON THE AGENCY SYSTEM.

An agency house will or will not take care of the advertising just as the manufacturer pleases. He can employ an advertising agency to get up his copy and make his contracts; or the selling agen-

cy will attend to the copy for him (for, as already explained, American copy needs editing for this country), and arrange with its own advertising agents or with any other advertising agents to place it. Whether an advertising agency does the copy or not it is economical in this country to employ an advertising agency for the contracts. John Morgan Richards & Sons, Ltd., have, as well, a well-equipped advertising department of their own, and they have, moreover, an advisory committee of three well-known advertisement consultants. This committee meets the directors from time to time, and any important advertising problems are submitted for consideration to the members, who report and advise independently, thus affording to the directors of John Morgan Richards & Sons, Ltd., the somewhat unusual opportunity of viewing every problem through three sets of brains.

THOMAS RUSSELL.

NEW CHICAGO AD. CLUB OFFICERS.

The Chicago Advertising Club had an interesting election with the result that "the fattest advertising man in America," J. Woltz, president of the Farm Life Publishing Company, was elected as president to succeed Col. Wm. R. Stiles. The following are the other officers: First vice-president, Charles D. Heller, Advertising Department, Marshall Field & Co., Retail; second vice-president, A. G. Langworthy, Advertising Manager, Fairbanks, Morse & Co.; third vice-president, Frank J. Reed, General Passenger Agent, Monon Road; financial secretary, M. B. Hart, Auditor, Long Critchfield Corporation; recording secretary, H. Walton Heegstra, Advertising Manager, Marshall Field & Co., Wholesale; treasurer, Charles H. Touzalin. Lord & Thomas. Directors: S. W. Barnes, Paper Mill Company; Seth Brown, Editor, *Commercial Union*; Richard S. Wood, Western Manager, Street Railways Advertising Company; William Black, president, Black Manufacturing Company; George W. Mason, *Omaha Bee*; M. H. Dement, Buckley Dement & Co.; B. J. Beardsley, Advertising Department, Montgomery Ward & Co.; J. W. Judson, *Harper's Magazine*; Noah Van Cleaf, Advertising Manager, Strauss Brothers; Frank L. E. Gauss, Advertising Manager, *The Housekeeper*.

G. H. Dirhold has gone back to the advertising department of the Simmons Hardware Company.

LOCATING CIRCULATION.

ST. LOUIS, Mo., Oct. 16, 1909.

Editor of PRINTERS' INK:

Why do the publishers of magazines so stubbornly refuse to issue statements showing the circulation of their periodicals in the various large cities of the country?

Even a limited inspection of the advertising pages of the majority of the monthly and weekly magazines of national circulation will show that a vast amount of space is being used therein to advertise articles which—by their very nature—are not likely to enjoy a great demand in small or medium-sized towns, but which depend primarily upon the demand created in their favor in the metropolitan centers.

A magazine circulation statement showing only circulation by States is of comparatively little value to the advertiser, whose problem is that of finding the most effective and economical medium by which to reach the people of large cities.

A prospective advertiser who has a "large city" proposition and whose product is fairly well distributed in large cities, asks his agent whether it would be best to use magazines, street cars or newspapers. Can his agent conscientiously advise him on this point, as long as the magazines refuse to furnish that agent information relative to their city circulation?

There is no problem in advertising to-day which is more closely related to the economical buying of advertising space than is that of circulation analysis. The time is rapidly passing when an advertiser will accept the general statements and broad claims of the average magazine advertising solicitor. Empty-Steen-Million circulation sounds good, but means little to the man who has nothing to sell to the people of Bug-cen-ter, Penn., or Podunk, Mo.

Will PRINTERS' INK use its mighty power to throw the searchlight of publicity on a subject that is so vitally important to every man who has a dollar to invest in advertising?

CHAS. VAN DYKE HILL.

LOOKS DIDN'T GIVE HIM THE FLAVOR.

THE NEWBURGH DAILY NEWS.

NEWBURGH, N. Y., Oct. 18, 1909.

Editor of PRINTERS' INK:

Wrigley & Co. are using a considerable amount of street car advertising, and I would like to suggest that they change the text somewhat, so that people would grasp the meaning they intend to convey.

For instance, they say, "You will not get the flavor of the real mint leaf unless you see this package." I have been looking at the package printed on the card in the cars for several days, and have not yet got the flavor.

J. A. LEFEBVRE.

The Nedrah Company has been incorporated at \$10,000 to buy and sell newspapers and magazines. The incorporating members are Percival Hardin, 275 Central Park West; Louis V. Allen, Isador Weissberger, all of New York.

If you write one hundred letters a day it will cost you only 20c. extra to use

COUPON BOND

THE DE LUXE BUSINESS PAPER

Stationery that is refined, impressive and exclusive in quality and appearance, is the stationery that does business.

At the small extra cost of one-fifth of a cent per letter you can have business paper that is really persuasive and compelling,—business paper that does business,—if you specify COUPON BOND.

No other so small an expenditure will give you such satisfaction, such high-grade representation or better results.

Our Sample Book of printed, lithographed and die-stamped business forms proves this argument. Suppose you send for it to-day.



**AMERICAN WRITING PAPER
COMPANY**

HOLYOKE

MASSACHUSETTS



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.
Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, R. W. LAWRENCE. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. Advertising Manager, F. C. BLISS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by Printers' Ink (English Edition) Publishing Company, Kingway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s. 6mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main-1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

J. GEORGE FREDERICK, Managing Editor.

New York, October 27, 1909.

The Value of a Publication with Reputation

When the stockholders of the Butterick Company met recently, to ratify the purchase of *Everybody's Magazine*, a small minority could not comprehend why the "good will" should be appraised so high as to make the purchase price \$3,000,000. They were accustomed to rate the value of a million dollars by comparison with concrete quantities of steel or hides or lumber, etc., or net profits earned. The conception of the value of "good will," especially for a magazine, was entirely out of their regular channels of thought.

This skepticism of the cash value of good will, whether for a magazine or for a trade-mark, is the one biggest stumbling block in the way of a longer list of great enduring business reputations like Colgate's, Baker's Chocolate, and Ivory Soap, achieved largely through advertising. Reputation is still made subordinate to sales for to-day by too many business

men—both manufacturers and retailers.

The sale of *Everybody's Magazine* for three million dollars was a most notable example, primarily, of the value of advertised reputation. So was the sale of the *Iron Age*, recently, for \$1,500,000. A magazine—or a newspaper, or trade paper—cannot exist at all without a reputation—and if it is a good publication with a great deal of reputation, like both *Everybody's Magazine* and the *Iron Age*—its advertising pages have a financial value as tangible as iron or sugar or cotton. The indicator of its exact value is not a pair of scales or a readily figured sum representing a principle calculated from the net earnings by a customary rate of interest. It is a perspective view of the past, an estimate of the state of mind generated in the present, and a foresighted judgment of both as an indestructible earning power in the future. Stability of earning power is the most highly prized thing in business, and reputation achieved by good advertising of one kind or another is the sole key to such stability.

The mere fact that such things can't be weighed and figured by any billing clerk is the scare to many in advertising and the creation of good will. Yet instances like the sale of *Everybody's Magazine* and the *Iron Age* (which occur so rarely only because they are so valuable and are not often on the market) frequently give glimpses into the secret coffers of carefully guarded good will—glimpses which are the strongest argument possible for advertising.

Activity in Mail-Order Field

Coincident with the recent appearance of Sears, Roebuck & Co.'s advertising in general magazines, etc., there has been a most unusual activity of the stock on the market. On October 20th the stock, which had been steadily gaining activity and strength for ten days or more, reached 145—a new high record, advancing $8\frac{1}{4}$ points in that one day.

Two or three years ago it was asserted by one of the Sears, Roebuck & Co. advertising staff that the "great pricemaker" catalogue enjoyed such an immense circulation that there was no need for any advertising to speak of. The catalogue, it was claimed, went to more homes than any medium's circulation offered.

Such an argument, it is evident, is no longer held by any one in the great mail-order house; and, judging from the rapidly advancing value of the stock, the commencement of a vigorous campaign of advertising in many classes of media never before used is resulting in greatly increased business.

It is possible that the great mail-order advertising activity in general has proved the necessity of a wider and more vigorous advertising campaign. The big Eastern department stores have pushed their way into the Western field, and several most formidable Western competitors are now rivaling the once entirely supreme position of Sears, Roebuck & Co., and Montgomery, Ward & Co.

A crucial period of sifting and weighing is going on in the mail-order field of media, which will undoubtedly result in the survival of the fittest and the great enlargement of the field. Many promising small advertisers have been discouraged by the selection of poor media, and the questionable company in which their ads were placed. The reform of methods of subscription getting, and the greater attention paid to the true method of making a good medium—good editing—is operating to make a much better class of mail-order mediums than ever before.

Advertisers and Price Agreements

It must be obvious that few advertisers can hope to make so stringent a contract with the trade to protect prices as the Kellogg Toasted Corn Flakes contract, reproduced in this issue. With all the exceptional hold which that

product enjoys, it is involved in a right to maintain this contract.

As a matter of fact and principle, contracts are not worth the paper they're written on, unless the proper spirit exists. A great manufacturer and organizer, now dead, used to scorn contracts in a majority of cases. "If you want to do me," he used to say, "you will do me, whether I make a contract or whether I don't; and if you are disposed to observe a contract, what's the use of one?"

That some jobbers are not disposed to observe fixed prices, whether they have signed a contract or not, is a condition the natural consequences of which the jobbers themselves are reaping. The number of manufacturers dealing direct with dealers is already astonishing. Naturally, in the grocery trade the conditions are most intense, because there the distributor is almost indispensable and there the advertisers are most numerous represented, while profit margins are also closest. It would be a foxy contract, indeed, which would cover all the loopholes. At present many contracts are signed as a matter of form, and on complaint of violation the jobber pleads that he can't control his commission salesmen in competition. His plea that a heavy quantity should get price concessions will not down.

PRINTERS' INK suggests a compromise which a few thoughtful manufacturers have put in operation and which is gaining friends. The principle for which the advertiser holds out is that his goods should not be harmed and made ridiculous to consumers by differing retail prices. The jobbers' vital demand is that brains and initiative in the jobbing business should have their reward by being able to buy large quantities at less than the price for minimum quantities.

It ought to be a perfectly fair and mutually satisfactory compromise if the advertiser would grant a slightly graduated scale of prices for quantities, while the jobber would thoroughly co-operate in the effort to keep retail prices absolutely uniform.

Small Papers and the Agents

Frequently the smaller newspapers of the country complain that all the credit for advertising value is given to the papers in the larger cities, and that advertising agents are not interested in them.

That this is not true is proven by the following letter from an agent who desires information about small newspapers:

KLINE ADVERTISING AGENCY,
RIDGWAY, PA., Oct. 20.

Editor of PRINTERS' INK:

We are in immediate need of information as to changes in daily or weekly newspapers in the following Texas towns: Cuero, Kerrville, Laredo, Cotulla, New Braunfels, Burnet, Corpus Christi, San Marcos, Pearsall, Smithville, Beeville, Skidmore, Comfort, Benders, Uvalde, Develine, Alice.

F. B. HOHL.

The advertising value of smaller newspapers is not doubted by bright advertising men, but it is too often *hidden*. Advertising men are busy, and if the larger newspapers have gotten more business it is because they have gone after it, either by personal solicitation or by advertising for it in PRINTERS' INK.

One Cent Newspapers and Paper Cost

The New York Tribune's action in reducing its price to one cent last week is in line with a general tendency in the several largest cities to attain great circulation by the penny route. Until recently this route looked like a pretty stony one, considering the tariff situation, which cuffed the ears of Canada, our principal source of pulp, so audaciously, and tended to make new high levels for print paper prices.

The other day, however, the administration gave substantial evidence that it would use the means of an adjustable tariff ruling provided by the recent tariff law to favor certain Canadian pulp sources which will ease the situation considerably.

The penny newspaper is now a national institution, and like the ten-cent magazine, has greatly ex-

tended its reading public. Such papers as the New York Herald, Evening Post, Cincinnati Enquirer, etc., are still maintaining their higher prices for excellent reasons, not the least of which is quality; but the one-cent papers have, nevertheless, made for themselves a remarkable reputation and patronage by means of the one-cent price.

Advertising value in a newspaper is only indirectly affected by price, because so many other factors, principally editorial, are so much more important. It would have been universally regretted by advertising men, however, if paper prices had been so manipulated as to cause newspapers to recede from the one-cent price as the magazines, except *Munsey's*, have felt obliged to recede from the ten-cent price. That danger seems to be passing, and the action of the Tribune may be the first step toward regaining the great popular prestige it enjoyed in Greeley's lifetime.

Sad Experi- ence with Ad Faker

Proof that the advertising faker is still in the land is furnished by an account in the Oakland, Cal., Tribune, of how a prominent business man in San Francisco was gullible enough to pay \$400 for an ad on a chart to be hung in the state's hotels. After becoming suspicious, several months later, he discovered the printer who made the charts, and found that only 125 copies had been printed, while his sales agents found only two charts displayed throughout the state. Needless to say, the merchant was not swamped with the trade which came to him as a result of this stupendous advertising flier.

A still more pathetic case was that of a cooing young couple representing themselves as advertising solicitors for advertising in a special cook book for the Ladies' Auxiliary of the Brotherhood of Locomotive Engineers. Many merchants were duped by this scheme. This was so nearly funny as to verge on tragedy.



Christmas COMFORT

For December,

the title page of which representing the wise men offering the first Christmas gifts to the infant Christ is reproduced in miniature above, will be the best holiday number we ever issued.

COMFORT'S Readers Are Looking for It

expectantly for the entertainment and good cheer we have promised, and will preserve it for its instructive and inspiring contents.

December COMFORT will be a Strong Puller

in any and every line, including Christmas novelties, as its regular mailing time is opportune to bring its advertisers holiday trade from the large infusion of

New-Blood Subscribers

which is swelling its subscription list at this season.

The last two issues of COMFORT carried their full limit of advertising, and late orders had to be left out for lack of space.

Forms close Nov. 15. Send order through any reliable agency or apply direct to

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

W. H. GANNETT, Pub., Inc.
AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

DEPARTMENT STORE AD IN
COLORS.

One of the prettiest and most effective pages of department store advertising ever appearing in Boston was recently published by Conrad & Company, in the Sunday issue of the *Boston Post*. It was the first full page ad in colors published by any Boston advertiser. The



ad was aimed to announce the fall opening to the best effect, and although the prices on new fall goods were given, it did not spoil the general effect, as opening announcements quoting prices sometimes do. Conrad & Co. are complimenting the *Post* on its success in printing this ad so well.

THINKS "CANADIAN NUMBER
VALUABLE AND CARE-
FULLY WRITTEN."

THE CANADIAN COURIER.
A National Weekly.
TORONTO, Sept. 10, 1909.

Editor of PRINTERS' INK:

I have looked over the Canadian special number of PRINTERS' INK and think that it is a very great credit to the publishers. The articles appear to have been very carefully written, and they are certainly of a valuable and interesting character. We also notice that the volume of advertising appears to have been increasing very rapidly. It is a very creditable number, and ought to be very much appreciated by your readers.

J. P. PATTERSON,
Advertising Manager.

The Kansas City Advertising Club listened to an address on September 7th by J. E. Searles, treasurer of the National Salesmen's Training Association, on the subject of "Practical Salesmanship."

NEED OF GOOD INFORMATION
BUREAUS.

BOSTON, Sept. 22, 1909.

Editor of PRINTERS' INK:

I have read with much interest your article in the September 15th issue on Newspaper Information Bureaus. They do not exist in Boston, at least, I have not yet discovered any.

It seems to me that the public in Boston and suburbs have to depend more on local real estate agencies than on the newspapers for information relative to houses and apartments to rent.

It is a pity that this is true, but it is true nevertheless. I have looked for houses in many cities and I believe that the Pittsburg and New York papers are the greatest help to the house seeker of any city that I have lived in.

The Pittsburg Press, while they do not have an information bureau, they have educated the advertiser to go into details, which is a valuable time saver for one looking up a home.

I have followed newspaper advertisements which looked good and spent a couple of valuable hours to find that the property was not what was desired. These experiences have often led me to say that if I owned a newspaper no one could publish a classified advertisement of a house or an apartment unless he gave full details such as a purchaser or a lessee would desire.

D. S. LAWLOR.

REPLIES INVITE SIGNIFICANT
COMPARISON.

CHARLES A. EATON COMPANY.
BROCKTON, MASS., Oct. 11, 1909.

Editor of PRINTERS' INK:

I think the *Crawford Shoe Horn*, our house organ, has been mentioned in two other large advertising publications within the last two months, and from time to time I have had requests to exchange with different manufacturers but the letters that I have received from them were nothing compared with what come flooding in now from the illustration of our *Crawford Shoe Horn* which you had in PRINTERS' INK a week or two ago.

It rather looks as though there are more people who read your paper than read any others, doesn't it? Certainly they are a more interested class of readers. Many of them have mentioned PRINTERS' INK, and many that did not, came from there, because they asked for the *Crawford Shoes Horn*, instead of the *Crawford Shoe Horn*, as it should have been.

C. A. SABINE,
Advertising Manager.

Fifty Rochester advertising men met September 9th at an outing and took preliminary steps for the organization of an advertising club. H. W. Bramley, Marquis Regan, Harry G. Strong, W. W. Drake, Wm. H. Campbell, Guy W. Ellis and George P. Culp are named as a committee.

A new Spanish daily, *Deraio De Las Novidades*, was started last week in New York.



Safety Insurance Is Better Than Revolver Risk

Any kind of a revolver shoots—sometimes when you want it to, sometimes when you don't. The man who carries a revolver without an absolute assurance of its reliability is at rest, takes chances every time he puts it in his hands. When you buy your revolver from Hopkins & Allen, you are buying safety.

HOPKINS & ALLEN

Why this Ad appeared in HAMPTON'S

Send for our Gun Guide and 1938 Catalog and learn more about the Trade Action Safety Police. This catalog also shows a "bullet" line of most complete range of high-grade, low-price firearms made anywhere in the world. Write for it today. It's free.

THE HOPKINS & ALLEN ARMS CO., Chestnut St., Norwich, Conn.

The Hopkins & Allen Arms Company, Norwich, Conn., is an intelligent buyer of advertising space. Before it selected its mediums for the Fall campaign it went over the entire magazine situation and made up its list with extreme care. In its house organ, *The Report*, the firm gives its reason for placing HAMPTON'S MAGAZINE on the list. Here is what it says:

The Reason

"HAMPTON'S MAGAZINE is a 'comer,' bright, cheerful and full of news. Its circulation is over a quarter of a million, and while it has not the reputation of the 'big four,' it is making a bigger name for itself every month."

That's right—a bigger name every month, a bigger reputation every month, a bigger circulation every month, and a bigger volume of advertising every month is the record of HAMPTON'S. The figures prove it:

CIRCULATION		ADVERTISING	
Oct., 1908	Oct., 1909	Oct. 1908	Oct., 1909
150,000	250,000	12,054 lines	23,804 lines

Gains: 67% in circulation; nearly 100% in advertising. We will guarantee circulation, and rebate if we don't prove it. Buy space before the rate advances.

December forms close November 1st.

F. W. THURNAU
Western Adv. Mgr.
1636 Tribune Building
Chicago

HOWARD F. RUGGLES
Advertising Mgr.
66 West 36th Street
New York

SOME GOOD EXAMPLES OF ADVERTISING TYPOGRAPHY.

FURNITURE ADVERTISERS, PIANO ADVERTISERS AND OTHERS USING GOOD TYPOGRAPHY—GROWING REGARD FOR BETTER "SET-UP"—WOOD CUTS BEING USED, FOLLOWING "PRINTERS' INK'S" SUGGESTIONS.

An advertiser recently remarked that the general appearance of the advertising appearing in periodicals is far better than it has ever been before, and it is much harder to find room for criticism.

This is undoubtedly true, both as pertains to typography and illustration, and as to copy. The general education of advertisers in what constitutes good advertising has risen steadily for a number of years.

The importance of good typography has been impressed more and more upon advertisers, until there is little that is very bad, even though much is still mediocre.

Not only periodical advertising is improving but circulars and other advertising matter. The printers of the country are now more universally educated on the subject. Take the announcement recently issued by the Mason & Hamlin piano. As it appears in its soft color tones, it is one of the prettiest small pieces of printing turned out for a long time, and exceedingly appropriate for a piano of the standing of the Mason & Hamlin. If other piano houses aspiring to a quality reputation would use as excellent typography as this company, piano advertising would be on a better plane to-day.

For many years furniture houses have done advertising of many kinds, all rather poor, and especially typographically poor. Few

things demand more careful typographical association than fine furniture, and yet few things are more sloppily advertised typographically. It is refreshing, therefore, to note the unusually good appearance of the Mohr ad. For generous use of white space, and attention to

"There is a thing of the sublime and happy that is the essence of the piano."
J. G. Holland.

Music Is the Prophet's Art
In music, there is a certain power and grandeur, and a certain beauty and refinement—every heart and every mind in life is attracted and inspired. It is the first step and point to lead the human, to enter the world's great mysteries.

The piano is the great educator—just as it is the great entertainer. With the "New Scale Williams" you can select the whole literature of music. It is the only piano that is truly beautiful and dignified. Created by musicians—enriched by musicians—the "New Scale Williams" is the crowning achievement of piano building.

"We may say that we have placed every day with our New Scale Williams Piano."
Holland Co. Co. Limited, Toronto, Ont.

Why it is the best and how to get it, see page 100 of the "New Scale Williams" Piano, which will be sent you free of charge.

New Scale Williams Piano

CANADIAN PIANO AD.

small typographical details, and the accomplishment of distinct type personality (no easy thing nowadays) this ad is extremely good.

Canada is becoming more adept in typography, as the Williams Piano ad shows. The designing is very happy, and the general typographical effect peculiarly fitting—all achieved without reducing the strong display value of the layout.

In its anniversary issue July 14, PRINTERS' INK had a notable article on the use of wood cuts in advertising. Up to that time wood cuts had been neglected, and PRINTERS' INK asked why no general advertisers had realized the beauty of wood cuts for magazine use.

The makers of Adler Clothing, Milwaukee, now appear in the weeklies, as shown herewith, with an excellent wood cut which serves to prove what still better results might be accomplished along this line. The cut shows up

Adler's Clothing

Adler & Sons Clothing Co.
Milwaukee, Wis.

A WOOD CUT AD.

clean and strong, in favorable contrast to much medical, cloth and

DRAWINGS
FURNITURE
DECORATIONS



**Furniture From
MAKER TO USER**

WE feel a subtle flattery from the fact that MOHR furniture is expressive of the ideal in design, construction, workmanship, character and finish—quality and class being everywhere evident in these studies.

Whether in quest of a single piece of quaint design or an entire home equipment the certainty of individuality is assured here.

MOHR Furniture stands supreme in all the world suggests—the result of more than 73 years of untiring endeavor, skill and knowledge born of experience. A comparison of prices will be welcomed—will necessarily show a marked saving as "Maker to User" naturally suggests.

We extend our patents the privilege of security or semi-annual payments.

F. MOHR & CO.

34th St. Cor. Broadway
Marbridge Building

AN EXCEPTIONAL FURNITURE AD.

photographic reproduction used by many clothing advertisers.

ADVERTISING ON BOXES.

JAS. H. MATTHEWS & Co., Inc.,
PITTSBURGH, PA., Sept. 22, 1909.
Editor of PRINTERS' INK:

As you probably know, boxes are constantly traveling from one end of the country to the other and have a certain circulation running annually into thousands, the same as any newspaper or magazine.

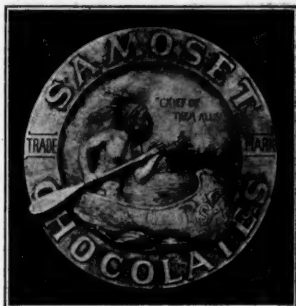
There is a large percentage of box-users who are to-day approving the value of this box advertising, for it represents to them economical publicity—in fact, it is just like securing billboard space for the mere price of the printing alone. These advertisements are generally printed on the boxes either with dies or printing plates or with a new patented device which allows the box users to print changeable advertisements of their products on the boxes without going to the expense of a die.

The writer has been an interested reader of your publication for a number of years and would be interested in having your opinion as to the advisability and profitability of the advertising manager taking an interest in the purchase of boxes or box space for advertising. He now purchases newspaper and magazine space as well as half-tones and cuts for his advertising.

Why should he not purchase printing plates and space for his box advertising?

A. V. SACHS,
Advertising Manager.

Advertise Your Trade Mark



SAMOSET CHOCOLATES CO.

60 Commerce St.

Makers of FINE CHOCOLATES

New York Office, 41 Union Sq.

Boston, Aug. 10, 1909.

Boston Sculpture Co.,

Melrose, Mass.

Gentlemen:—We take pleasure in informing you that the plaster cast reproduction of our trade mark which you made for us some time ago has been a very fine advertisement for us. Of all the many advertising signs which we have put out from time to time we have never had one that has been more called for by our dealers than this. From an artistic standpoint we consider it unsurpassed, and we are very sure that we shall be obliged to order more very shortly.

We are,

Very truly yours,

SAMOSET CHOCOLATES CO.

(Signed) A. T. Haskell, Pres.

This letter shows how effective a plaster cast of your trade mark is in reaching the trade.

We are prepared to make reproductions in plaster of your trade mark or of novelties which will increase the interest of the trade in your goods and at the same time be attractive for the wall, counter, show case, or show window.

We make a specialty of designing and modeling catalog and magazine covers, the modeling being done by experienced Italian sculptors.

For further particulars address

Boston Sculpture Company
38 Green St., Melrose, Mass.

NEW YORK "TRIBUNE" NOW A ONE-CENT PAPER.

AN HISTORICAL CIGAR STORE WINDOW DISPLAY.

The most radical change in policy made by any New York daily newspaper in a long time came last week when the New York *Tribune*, which for many years has sold at three cents, suddenly made its bow to the astonished metropolitan public as a one-cent paper. In coming down to the popular price, the *Tribune* also put on an entirely new typographical dress, finally abandoning the old six-column page which has always been one of its most distinctive features for the page of seven columns common to practically all newspapers in this country.

The new *Tribune* made its first appearance on October 21st, and so carefully were the plans carried out to keep the price change a secret until the actual moment of publication that no inkling of the newspaper's intentions leaked out in advance. The *Tribune* of that date announced the change in the following brief notice on its editorial page:

"With this issue the price of the *Tribune* on week days is reduced to one cent in the city of New York, Jersey City and Hoboken, and to two cents elsewhere. The price of the Sunday edition will remain five cents.

"It has been so long represented to us that the public has come to regard one cent as the normal local price for a New York newspaper, and that a larger sum is inconvenient to many persons who would prefer to read the *Tribune*, that we have decided to meet that view of the case.

"To old readers, who have not complained of the old price, we need merely say that they will find their paper changed only for the better. Its quality is to be raised, not lowered."

"The editorial speaks for itself," says Conde Hamlin, the newspaper's business manager, "but, putting it in another way, I might say that to illustrate the idea back of the change in price of the *Tribune*, I might suggest that any minister who believed that what he preached would be of value to mankind would much prefer to preach in a church where it was possible for the most people to hear his utterance, rather than in one where the pew-rent was so high as to exclude the great mass of people.

"It is simply a case of the *Tribune* lowering the pew-rent, believing that tens of thousands of readers would be glad to have a paper that is clean, wholesome, progressive, and reliable, provided the price is made such that they can afford to have it.

"The response by the public has surpassed my best expectation. What we believed to be a proper course, we now know to be the right one."

The *Tribune's* drop to one cent leaves only two important New York papers that sell at more than one cent—the *Herald*, whose price is three cents, and the *Sun*, which sells for two cents.

During the Hudson-Fulton Celebration there were many interesting window trims, but few so interesting and thorough as that of the United Cigar Stores at the Flatiron Building. It was an exposition of the use of tobacco in Henry Hudson's time.

The reproduction of a tobacco store of the period of 1609 was conceived from plans of Miss Harriet Eva Coffin, who spent a year in research, and who went abroad, delving into libraries and hunting up old prints that she might accurately picture a tobaccoist's shop of London 300 years ago. In every essential detail the reproduction she evolved was authentic and historically correct. From the British Museum Miss Coffin secured a copy of the original sign of a London smoke shop, designed originally by Hogarth.

Burrowing into dust-covered volumes in a hundred libraries, Miss Coffin found a great deal of information about tobacco in the days so soon following its introduction by Sir Walter Raleigh. It was sold in shops where strong waters were dispensed, and it retailed for \$18 a pound. Naturally its use was confined to the young bloods and gallants of the town, who came to the tobaccoist's for a hot toddy and a cool smoke.

From the mass of tobacco information which Miss Coffin secured she conceived a clever pantomime, picturing the London shop of Richard Lee, with the proprietor receiving a couple of customers. Of the many spectacles incident to the Hudson-Fulton show, none was more faithful and few were more interesting. Miss Coffin makes research among historical papers and volumes her work, and is frequently commissioned by advertisers to realize just such a work as this last commission, which occupied a full year's time.

The display was noteworthy because it was accurate. It would have had small value had it been less faithful, and it was a fine exhibition of the value of and importance of detail in advertising works.

Wm. H. Rankin, recently made vice-president of the Mahlin Advertising Company, Chicago, has made an unusual record in working up new business, signing up contracts for the placing of \$200,000 worth of business which has not heretofore been handled by an agency. One of the new accounts is that of the Free Sewing Machine, which is to use big space this season in the Butterick Trio, the fashion quarterlies, *Ladies' Home Journal*, *Lupton's*, and *McCall's*.

Advertising Manager Hotchkiss, of Wanamaker's, New York, has become sales manager of the store, relinquishing the advertising position to create a new one, that of overseeing the selling activities of the store in general.

WILL THE SPHINX SPEAK NOW?

EVERY COPY WORTH A YEAR'S SUBSCRIPTION.

SHERMAN & BRYAN.
NEW YORK, Oct. 21, 1909.

Editor of PRINTERS' INK:

The publication called *The Frost*, distributed at the recent dinner of the Sphinx Club, is identical in makeup and, in some instances, in the very wording with *The Show Booster* issued by Sherman & Bryan, Inc., for the Wearing Apparel Show at Madison Square Garden last August.

We don't know who wrote or published *The Frost*, but whoever it was he traded upon another's originality in an unblushing manner.

As PRINTERS' INK is the long-time foe of idea-piracy, we feel that it is the proper authority with whom to file a protest.

A. S. BRYAN.

S. KANN, SONS & CO.

WASHINGTON, D. C., Oct. 19, 1909.

Editor of PRINTERS' INK:

Your paper is my standby and I certainly don't want to miss a single copy. That's why I tell you now that I want all future copies sent to my new address given herewith.

Each week's paper is worth a full year's subscription price to me.

Change my address from the above firm to care of Siegel's 14th Street Store, New York City, where I am to be manager of the mail-order department.

E. J. REEFER.

Home and Farm, Louisville, Ky., has issued an interesting book on "The South is Opportunity."

Before you order Business Stationery—

Remember the paper you select makes a big difference in the character of your finished stationery and in the price you pay for it.

So find out which bond paper will produce the most impressive, business-like letterheads at a reasonable price.

Many bond papers lack the impressive character that compels attention to a letter. A few have the desired character but are too costly to permit of general use. Construction Bond is a business correspondence paper of the utmost impressiveness, and it can be used in unlimited quantities because it makes

CONSTRUCTION



Impressive Stationery at a Usable Price

Why Construction Bond costs less than any other equally good bond paper is easily explained. It is sold direct to responsible printers and lithographers, never thru jobbers, and only in quantities of 500 pounds or more.

This plan cuts out the jobber's profit and the expense of handling small lots. The saving comes off the price and goes into your pocket, without affecting the quality.

Send for Specimen Letterheads on Construction Bond. Compare its colors, finishes, strength, texture, snap, crackle, appearance and style with any other bond paper at any price. You will find all the fine qualities in Construction Bond.

To secure your money's worth in stationery, always specify Construction Bond. But write now on your business letterhead for these free test specimens.

W. E. Wroe & Co., 302 Michigan Boulevard, Chicago

This is the Psychological Moment for Publishers to Get After Business with a Drag Net



OR the purpose of securing additional subscribers, we shall begin with the November 10th issue of PRINTERS' INK, the mailing of copies to the principal manufacturers in the following industries according to this schedule:

November 10—Shoe Manufacturers	December 15—Office Supplies, etc.
November 17—Clothing Manufacturers	December 22—Bonds, Banks and Investment Securities
November 24—Food Manufacturers	December 29—Auto Manufacturers
December 1—Household Articles	
December 8—Drugs, Toilet Articles, etc.	

There will be a vigorous follow-up campaign in connection with the sending out of these sample copies and no stone will be left unturned to interest, in the great subject of advertising, those manufacturers who at present are doing no advertising at all or are doing it in a half-hearted and inconsequential way.

Who Will Join Hands with Printers' Ink in

...sample copies and no stone will be left unturned to interest, in the great subject of advertising, those manufacturers who at present are doing no advertising at all or are doing it in a half-hearted and inconsequential way.

Who Will Join Hands with Printers' Ink in Working Up These Vast Untouched Fields?



OF course PRINTERS' INK already has as subscribers the principal houses in the above lines, but we want to add to our list *the possible and potential* advertisers. Notwithstanding the rapidly increasing subscription list of PRINTERS' INK and notwithstanding the added circulation called for by this campaign, there will be no increase in our rates *for the present*.

/ Single pages cost \$40 and the entire series of eight numbers therefore represents an investment of but \$320—a remarkably good “buy” for any publisher or advertising agent with a story actually worth the telling.

We call this series PRINTERS' INK'S EDUCATIONAL CAMPAIGN. Mr. Publisher and Mr. Advertising Agent, it is really your battle. May we book you for the entire campaign?

PRINTERS' INK PUBLISHING COMPANY

12 West 31st Street

NEW YORK CITY, N. Y.

REAL HELP FOR THE AGENT

WHEN the man whose account you are anxious to get tells you that you have got to show him that you are entitled to it—

And when the client whose account you most prize comes in and tells you that you are running in a rut and that he wants to get some new life and “go” into his illustrations and copy—then is the time when you are quite likely to admit that you need help.

This organization devotes a considerable proportion of its thought and labor to giving real help to the advertising agent. We have on our staff men who can give you new ideas and carry them out for you by original and diversified methods of illustration, by unusual features in engraving, and by the preparation of copy which gets a new angle on a proposition and throws it up on the screen in a new light.

Such assistance as this can be made very valuable to you. Probably you have often thought that your time might be more profitably employed than worrying over the details of illustrations and copy, and that you wished you had somebody to turn them over to and know that they would be handled intelligently.

We can bring to your assistance fresh minds, a wide diversity of experience and attainment—and give you something really and unmistakably good.

This service to agents is strictly and permanently confidential.

**ARTISTS—COPY WRITERS—ENGRAVERS—PRINTERS
DAY AND NIGHT ART STAFFS**

THE ETHRIDGE COMPANY

41 Union Square, New York City

**Telephones { 4848 } Stuyvesant
 { 4847 }**

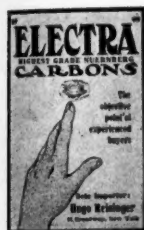
COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

In the "Electra" advertisement marked No. 1, there seems to be too much hand and not enough trade-mark. A bandage and a bottle would make it an excellent advertisement for Omega Oil, but for carbons it is rather a misfit.

Illustration marked No. 2 displays the trade-mark as strongly as possible in the space and gets the hand out of the way as much as possible without eliminating it entirely. This obviously makes a

tice the prominence of the hand, the heavy black and white display,



No. 1.



No. 2.

much stronger and more striking advertisement.

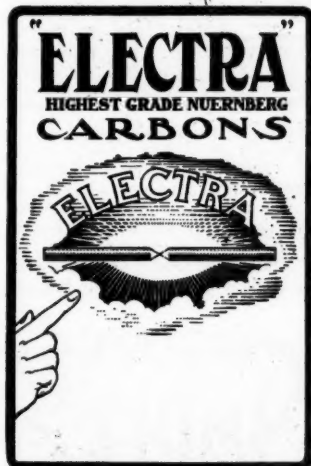
* * *

Here is a quarter-page magazine advertisement of the Copygraph Mfg. Co. which has considerable merit. It naturally suffers in the reproduction but in its original form the cut of the device was an excellent one and the long tail of the "C" is a simple but clever method of making good use of the familiar arrow.

The advertisement is one which catches the eye at once and not only makes the most of its opportunities for showing the Copygraph, but affords an excellent example of intelligent display.

* * *

Here is another example of too much hand and not enough display of the advertised article. No-



and the limited space devoted to a picture of the Perfection Razor Strop. The strop is practically lost in this wilderness of confusing lines, panels, and other display features.

This advertisement will repay study, as it shows how, in the effort to get a strong display, the article advertised may be all but lost, and the entire advertisement rendered unattractive and an offence to the eye.

* * *

While on the subject of mechanical devices, here is another example of how not to do it.

There are two pictures of the Simplex Automatic Envelope Sealer in this half-page magazine advertisement, representing two different types of the machine.

The one which is plastered all

over the letter "x" can hardly be deciphered at all, while the one in the lower curve of the letter "s"

IT BEATS THE BARBER

PERFECTION AUTOMATIC RAZOR STROP

Write for Free Trial Offer. Made for safety, economy or safety blades. If safety, more value.

is hardly any better off on account of the limited and subordinate space which it occupies.

The use of the word "Simplex" in this way would be excellent if it were not for the machines, and the machines would get some sort of a show if it were not for the

Automatic Envelope Sealer

SIMPLEX

Saves You Time and Money

word "Simplex." The mixture is far from effective or commendable.

* * *

Here is one of the most remarkable advertisements that ever appeared in a magazine or any other modern advertising medium. There are two good pictures of the Automatic File in this ad, but both are rendered practically useless by a singular method of display used in composing the text.

There are something like a dozen different faces of type used—and no two of them go well together. The result is a fearful medley of inharmonious type faces and it gives the eye such a shock

that the pictures of the article advertised pass unnoticed.

It is impossible to look at anything except the weird mixture of

THE AUTOMATIC

THE FILE WITH THE GAP

And The Only One With Hinged Drop Front and Automatic Tilting Follower

SHIPPED ON APPROVAL AND GUARANTEED TO EXCEL. ALL OTHERS ON NO SALE

The Automatic Desk File The Automatic Card Cabinet SECTIONAL CARD CABINETS AND OTHER OFFICE SPECIALTIES TO SELECT FROM. OUR CATALOG SHOWS IT AND THE RIGHT PRICES TOO.

WRITE IN TODAY

IT AT THE PRICE

The Automatic File & Index Co. GARDEN CITY, N.Y.

types, and the effect is so bad that it seems as if nobody would read the advertisement unless he were paid to do it.

ROCHESTER INDUSTRIAL EXPOSITION.

Rochester has just finished a very interesting and well-attended Industrial Exposition—the second of its kind held. The Exposition served to prove the

SECOND SEASON

ROCHESTER MADE

MEANS QUALITY

ROCHESTER INDUSTRIAL POSTER.

really remarkable and versatile manufacturing activities in that city.

Thousands attended the Exposition from all over the country.

NEWS NOTES FROM THE LEVEN-NICHOLS COMPANY.

An extensive list of mail-order journals is being used by the Leven-Nichols Company, Chicago, New York and Philadelphia, to advertise an original sewing machine proposition, under the name of M. W. Buckley & Co. H. M. Lindenthal & Sons, clothiers, Chicago and New York, are using 300 lines in a selected list of New England newspapers, as well as the Middlewest and South.

A selected list of newspapers is being used to advertise Van Stone's coats and suits. An extensive newspaper campaign, in behalf of Old James E. Pepper Whiskey, is being conducted in twenty papers, throughout the East, South and West.

Eastern newspapers, including publications in New York and Philadelphia, are used to promote the sale of irrigated land for the Oregon Land & Cattle Company. This is a new irrigation project that is making a record in the matter of speedy sales to selected land investors. Mail-order magazines are being used in the interests of Everybody's Corporation, a new insurance company intended to own and control companies writing life as well as accident and casualty insurance.

The Whittall Company, Worcester, Mass., manufacturer of rugs and carpets, is holding exhibits in the large cities in connection with the leading department stores. In connection with its New York exhibit held this month, full-page copy was used in New York Sunday papers. All of this advertising is placed by Mr. W. L. Weeden, of Wood, Putnam & Wood.

Doubleday, Page & Co. have made a Union contract with the owners of *Short Stories*, by which they are to take full charge of the editorial, advertising and subscription departments. This arrangement is said to be probably the first of its kind ever made.

The Ad Man's Club, Atlanta, Ga., gave S. C. Dobbs, of Coca-Cola, recently elected president of the A. A. C. of A., a banquet, October 6th.

Fly is the name of a new publication devoted to aviation, published in Philadelphia. I. de Jara Almonte represents the advertising department in New York.

The *Indiana Farmer*, Indianapolis, as a result of the new post-office ruling, increased its paid weekly circulation to over 40,000.

Frank A. Wood has resigned his position with *Case and Comment* and become the advertising manager of *Spare Moments* and the *American Farm Review*.

A Fine Position For An Advertising Manager Who Is Willing to Shape His Abilities to Our Policy.

We have a business which we have builded to great proportions.

We have a fixed policy of dealing with the public absolutely on the square.

We want an auxiliary to this policy in the person of an advertising manager who is intelligent enough and honest enough to harmonize with our policy, who will be loyal to us and have faith in our enterprise.

He must be able to produce copy that will sell merchandise and sell it truthfully and satisfactorily to the public.

We want a man who is willing to work as many hours a day as are necessary; to be as enthusiastic about the business as we are.

Such a man, if we can find him, will get a good salary and a permanent position. Address BRILL BROTHERS, 279 Broadway, N. Y.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

H. W. KASTOR & SONS ADVERTISING
CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 25 Broad St., N.Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertis-
ing of all kinds placed in every part of the world.

R. H. Macy & Company

advertising in

Cuba and Porto Rico

through The

BEERS ADVERTISING AGENCY
OF HAVANA, CUBA

New York Office: 66 Beater Street, Room 501
Geo. W. DYER, Representative

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest
advertising medium in the world.

THE Saturday Evening Post covers every State
and Territory

THE Philadelphia Financial Bulletin reaches
the investing public in the United States.

THE Textile Manufacturer, Charlotte, N. C.,
leading textile publication South. Circula-
tion increased 50% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for
20 years the coal trades' leading
journal. Write for rates.

THE circulation of the New York *World*,
morning edition, exceeds that of any other
morning newspaper in America by more than
150,000 copies per day.

WE CAN HELP THE HARDWARE MAN-
UFACTURER to market his goods.
"SELLING PLAN" and copy of *Hardware*
Buyer free. Ask to-day. **HARDWARE**
BUYER, Allentown, Pa.

AD WRITERS

Business comes faster when using
ads. WM. D. KEMPTON, 100 W. 76th St., N.Y.

BUSINESS OPPORTUNITIES

GOOD Chance for Ad Writer to make money in
spare time selling stock cuts by mail. Entire
ou'fit cheap. "INTERVIEW," Printers' Ink.

A N EXCELLENT OPPORTUNITY to invest
in printing and publishing business estab-
lished on paying basis in middle west community
of 200,000. Only highest quality of business
undertaken. \$15,000 desired on guaranteed divid-
end basis. Party investing may have active part
in management, if competent. Address "C. B.,"
care of Printers' Ink.

WANTED—A partner with \$5,000 to invest
in a well selected new Printery and Bindery
in El Paso, Texas, with view of adding stock of
office supplies. El Paso is high and dry, and
one of the best localities in the world for those
suffering from pulmonary or asthmatic troubles.
Full invoice of office and references furnished
on request. Address: HARRIS LITHO-
PRINTING CO., El Paso, Texas.

COIN CARRIERS

GET THE CASH

with the subscription order.
Also used with Want ad
Dept 1,000 any Printing,
\$5.35; 5,000 any Printing,
\$10.00. Samples free. DE-
TROIT COIN WRAPPER
CO., 4 John R. Street, Detroit, Mich.

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger
10c. per in. **THE YOUNGSTOWN ARC**
ENGRAVING CO., Youngstown Ohio.

KITAB ENGRAVING CO. (Inc.), 401 Lafay-
ette St., New York, makers of half-tone,
color, line plates. Prompt and careful service.
Illustrating. TELEPHONE: 1664 SPRING.

HELP WANTED

WANTED—An experienced and capable
Circulation Manager. Must be a hustler,
temperate, and know city circulation in its every
detail. Twenty-five dollars per week as a starter.
State age, whether married or single, references,
reason for making change, and send photograph
if you have one. **GALVESTON TRIBUNE**,
Galveston, Texas.

AN OPPORTUNITY to become connected with a live advertising agency is open to a young man with ideas and ability to plan and execute details of advertising campaigns and to follow printing jobs through the mechanical processes of production. Excellent opportunity for advancement. Moderate salary to start. Give age, experience, salary required, and references in own handwriting. Address "A. A. A." care of Printers' Ink.

POSITIONS NOW OPEN—For advg. solicitors, N. J., \$18; Ct., \$20 and \$25; Ill., \$25; Ohio, \$25-30. Business Mgrs., N. J., \$35; Ia., \$30-40; Kas., \$25; Pa., \$25. Circulation mgrs., Tex., \$20-25; N. J., \$25-35; N. Y., \$20; Magazine ed., N. Y. \$50 up; financial eds., O., \$25 and \$35; ed. trade paper, Ill., \$25; republican ed. writer, N. Y., \$35; city ed., N. J., \$25. Art mgr., West: \$40-50. Reporters, \$12-22. Linotype operators and machinists, \$15-25. Booklet free. Estab'd 1888. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

IMITATION TYPEWRITTEN LETTERS

Our Imitation Typewritten Letters Will Increase Your Business!

THEY have that "live," "actual typewritten" appearance—the kind that are read. And note the prices, when you send us your letterheads PREPAID: 100 copies, 65c.; 200, 90c.; 300, \$1.10; 500, \$1.45; 1000, \$2.75. We do the Imitation Typewritten Work (limit of words on page 400) and return to you PREPAID. Or we will furnish letterheads printed to order and do the Imitation Typewritten Work and send you PREPAID at the following prices: 100 copies, \$1.40; 200, \$1.85; 300, \$2.40; 500, \$3.25; 1000, \$4.75. Letterheads are printed in black ink and letter in purple ink on good bond paper. Write for specimens and literature today. P. FRANKLIN MERCANTILE CO., Huntingdon, Pa.

MISCELLANEOUS WANTS

CLERKS and others with common school education can qualify by my system of correspondence instruction to fill advertising positions \$1,200 year up; elegant prospectus and advice free. GEORGE H. POWELL, 1343 Metropolitan Annex, New York.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

POSITIONS WANTED

ADVERTISING SPECIALIST wants to spare time, for one concern. Moderate salary "SPARE TIME," care of Printers' Ink.

NEWSPAPER ADVERTISING MANAGER (35) now Adv. Mgr. \$2,000,000 Department Store, desires to engage with live store or progressive newspaper. 12 yrs experience. Address "AMBITION," care of Printers' Ink.

ADVERTISING MAN—Experienced in agency, direct advertising and soliciting. Campaigns planned, etc. Desires change from uncongenial surroundings. All references. Address "EXPERIENCED," care Printers' Ink.

STENOGRAPHER—Young man, thoroughly experienced in technical trades, wants position offering opportunity to assist in advertising work. Graduate of a New York advertising school. Salary moderate. Best references. "HARRISON," care Printers' Ink.

Thoroughly Experienced Newspaper Man

wants position as manager of larger publication. At present business manager of Western Daily with 18,000 circulation. In two years under my management the circulation has increased over 6,000, and advertising in proportion. For reference as to ability will give present employers. Address "D. D.," care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **WINTHROP PRESS**, 419 Lafayette St., N. Y.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. E. LACEY**, Washington, D. C. Established 1869.

PATENT WHAT YOU INVENT

ONE CLIENT MADE \$35,000 LAST YEAR. Our free books tell **WHAT TO INVENT and HOW TO OBTAIN A PATENT.** Write for them. Send sketch for free opinion as to patentability. We advertise your patent for sale free. **WOODWARD & CHANDLEE**, Reg. Att'ys, 1208 "F" Street, Washington, D. C.

PUBLISHING BUSINESS OPPORTUNITIES

TRADE JOURNAL

with big future now available on account of owner's other interests — leading paper —

Gross business over \$30,000 and increasing. Can pay 20 per cent in careful hands. It should increase in value to \$100,000 in the next four years.

PRICE, \$35,000.

HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY

NEW YORK

The Man Looking for the Position

The Manufacturer Looking for an Advertising Man

Can get together through PRINTERS' INK. A dozen prominent advertisers want high-priced advertising managers now—read their ads in PRINTERS' INK. Every live advertising man who wants another position makes his wants known through PRINTERS' INK.

If you want a position or want to employ an advertising man, try a PRINTERS' INK Classified ad.

PRINTERS' INK
at \$5 for three years'
subscription is the greatest
proposition in the world
for live advertisers ❖ ❖

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Aniston, Evening Star. Quantity and quality circulation; leading want ad. medium.

Birmingham, Ledger, dy. Average for 1908, 19,270. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1908, 6,561. Leonard & Lewis, N. Y. Reprs., Tribune Bldg.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 55,467.

Its absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for Sept., 1909, sworn, 12,911. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1907, 7,743; average for 1908, 7,726.

Meriden, Morning Record and Republican. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

New Haven, Evening Register, daily. Annual sworn average for 1908, 16,804; Sunday, 12,567. First 6 months, 1909, 17,080 copies daily (sworn).

New Haven, Union. Average 1908, 16,326; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,647; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,326; Sunday, 6,243.

Waterbury, Herald, average circulation for one year from October 1, 1908 to October 1, 1909, 12,287. Largest circulation in the State.

NOTICE.—In this statement the Waterbury Herald has not included cash sales at office, subscription list and naturally no exchange list—only newsdealers' CASH sales. The Waterbury Herald offers \$100 to it cannot prove that the Waterbury Herald circulation in 500 per week in excess of above number. Printers' Ink Publishing Co. is hereby authorized to appoint any man to look the books over, all expenses paid and \$10.00 per day allowed extra—whether the Herald is right or wrong in this matter. F. R. Swift, Proprietor.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,762 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. 1st 6 mos., 1909, 12,907. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. June dy 17,742; Sun 19,839. Benjamin Kentnor Co., N. Y. Chf. Sp. A.

GEORGIA

La Fayette, Messenger. Weekly. Average circulation, 1908, 2,541.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Chicago, Breeder's Gazette, a weekly farm newspaper. \$1.75. Average sworn circulation first 9 months, 1909, 77,767 and all quality Rate, 35 cents, flat.

Chicago. *Dental Review*, monthly. Actual average for 1907, 4,018; for 1908, 4,097.



Chicago *Examiner*, average 1908, Sunday 602,377, Daily 185,407, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspaper every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago. *Record-Herald*. Average 1908, daily net paid exceeding, 141,000; Sunday net paid exceeding, 197,000. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Joliet, *Herald*, evening and Sunday morning. Average for 1908, 6,808.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1908, 16,808. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1908, 20,911.

Sterling, *Evening Gazette*, average circulation for 1908, 4,409. First six months, 1909, 4,968.

INDIANA

Evansville, *Journal-News*. Average, 18,185. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average, 26,112.

Princeton, *Clarion-News*, daily and weekly. Daily average, 1,577; weekly, 2,641.

South Bend, *Tribune*. Sworn average Sept. 1909, 10,271. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1908, 9,159. "All paid in advance."

Davenport, *Times*. Daily aver. Sept., 17,079. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1908, 12,664; Sunday, 14,781.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, 4,670; 1908, 4,836. E. Katz, Special Agent, N. Y.

KENTUCKY

Lexington, *Herald*. D. av., 1908, 7,194. Sunday, 8,256. Week day, 7,006. Com. rates with *Gazette*.

Lexington, *Leader*. Average for 1908, evening, 5,445, Sunday 6,878. E. Katz.

Louisville, *The Times*, evening daily, average for 1908 net paid 48,940.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average, 1,394,438.

Augusta, *Kennebec Journal*, daily average 1908, 8,826. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1908, daily 10,070; weekly, 28,727.

Phillips, *Maine Woods and Maine Sportsman*, weekly. J. W. Brackett Co. Av. for 1908, 7,971.

Portland, *Evening Express*. Average for 1908, daily 14,491. Sunday *Telegram*, 10,001.

MARYLAND

Baltimore, *American*. Daily average for 1908, 74,702; Sunday, 92,879. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1908, 84,386. For Sept., 1909, 81,954.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1908, daily, 176,597; Sunday, 319,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston *Globe* printed a total of 27,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



BOSTON TRAVELER

Established 1825

Average circulation for July, 1909, 99,582; August, 99,970; September, 102,390.

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

In Boston It's *The Post*

SEPTEMBER, 1909, Averages

Boston Sunday Post
249,565

Gain of 15,158 Copies
over September, 1908.

Boston Daily Post
296,072

Gain of 27,654 Copies
over September, 1908.

Human Life, The Magazine About People.
Guarantees and proves over 200,000 copies monthly

Clinton, Daily Item, net average circulation
for 1908, 8,099.

Fall River, Globe. The clean home paper. Best
paper. Largest circ. Actual daily av. 1908, 7,473.

Lawrence, Telegram, evening, 1908 av. 8,949.
Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year
1907, 16,822; 1908, average, 16,396. Two cents
Lynn's family paper. Circulation far exceeds
any Lynn paper in quantity or quality.

Salem, Evening News. Actual daily average
for 1908, 18,322.

Worcester, Gazette, eve. Aver. first 5 months,
1909, 16,875; Largest evening circulation.

Worcester, L'Opinion Publique, daily (☉☉).
The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all
Michigan farmers. Ask any advertiser. 80,000.

★ **Jackson, Patriot,** Aver. Aug., 1909, daily
9,169, Sunday 9,963. Greatest circulation.

Saginaw, Courier-Herald, daily. Only Sunday
paper; aver. for 1908, 14,330. Exam. by A. A. A.

Saginaw, Evening News, daily. Average for
1908, 19,886; Sept., 1909, 22,336.

MINNESOTA

Duluth, Evening Herald. Daily average
23,093. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-
monthly. Actual average for six months ending
Oct. 15, 1909, 101,760.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Farmers' Tribune, twice-a-week.
W. J. Murphy, publisher. Aver. for 1908, 28,270.

★ **Minneapolis, Journal,** Daily and Sunday (☉☉). In 1908 average daily circulation evening only, 75,639. In 1908 average Sunday circulation, 73,419. Daily average circulation for Sept., 1909, evening only, 73,911. Average Sunday circulation for Sept., 1909, 75,874. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It goes into more homes than any other paper in its field. ☉☉

Minneapolis, Svenska Amerikaniska Posten.
Swan J. Turnblad, publisher, 1908, 53,341.

CIRCULATIN **Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1857. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1908, was 63,300. The daily by Am. Newspaper Directory was 90,117.

MISSISSIPPI

Biloxi, Herald, evening. Average circulation
for 1908, 1,096. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1908, 16,848.
E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1908,
28,320. Smith & Budd, Eastern Reps.

St. Louis, National Druggist (☉☉), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, 9,167. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower,
Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, *Deutsch-American Farmer* weekly. 142,390 for year ending Dec. 31, 1908.

Lincoln, *Freis Press*, weekly. Average year ending Dec. 31, 1908, 142,440.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1908, 8,370.

Jersey City, *Evening Journal*. Average for 1908, 24,078. Last three months 1908, 28,021.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Av. 1906, 12,227. Av. 1907, 20,270; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 10,930. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 82,286.

Buffalo, *Courier*, morn. Average, Sunday, 81,447, daily, 81,604; *Enquirer*, evening, 34,070.

Buffalo, *Evening News*. Daily average for 1906, 24,473; 1907, 24,843; 1908, 24,033.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1908, 8,132.

Mount Vernon, *Argus*, eve. Daily av. cir. 6 mos. ending June 30, 1909, 8,089. Only daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1908, 6,219. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 7 months ending July 31, 1909, 10,623.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, 26,022 (©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. 200,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 10 months to October 1909, 6,800; August, 1909 issue, 20,000.

The World. Actual average, Morning, 348,424. Evening, 408,172. Sunday, 483,323.

Poughkeepsie, *Star*, evening. Daily average for first five months 1909, 4,227; May, 5,342.

Rochester, *Daily Abendpost*. Largest German circulation in state outside of New York City.

Schenectady, *Gazette*, daily. A. N. Lecky. Actual Average for 1908, 16,760.

Syracuse, *Evening Herald*, daily. Herald Co., pub. Aver. 1908, daily 24,067; Sunday, 40,981.

Troy, *Record*. Average circulation 1908, 20,402. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, *National Electrical Contractor*, mo. Average for 1908, 2,883.

Utica, *Press*, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, 15,374.

OHIO

Ashtabula, *American Sammat* Finnish. Actual average, 11,120.

Cleveland, *Ohio Farmer*. Leads all farm papers in paying advertisers. 100,000.

Cleveland, *Plain Dealer*. Est. 1841. Act. daily and Sunday average 1908, 78,291, Sept., 1909, 84,262 daily; Sunday, 104,093.

Columbus, *Midland Druggist*. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, *Journal*. Actual average, 21,217.

Springfield, *Farm and Fireside*, over ¼ century leading Nat. agricult' paper. '08, 463,718.

Youngstown, *Vindicator*. D'y av., '08, 15,000; Sy., 10,400; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA

Muskogee, *Times-Democrat*. Average 1907, 6,059; for 1908, 6,659. E. Katz, Agent, N. Y.

Oklahoma City, *The Oklahoman*. 1908 aver., 28,956; Sept., '09, 31,351. E. Katz, Agent, N.Y.

OREGON

Portland, *The Oregonian*, (©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Sept. NET PAID circulation, daily, 40,868, Sunday average, 51,120.

PENNSYLVANIA

Chester, *Times*, ev'g d'y. Average 1908, 7,888. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, *Times*, daily. Aver. for 1908, 18,487; Sept., '09, 18,956. A larger guaranteed pd. cir. than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Harrisburg, *Telegraph*. Sworn average Sept., 1909, 16,431. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, *Tribune*. Average for June, 1909, 12,874. Only evening paper in Johnstown.

Philadelphia Bulletin

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity.

"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

NET AVERAGE FOR SEPTEMBER

245,375

COPIES A DAY

"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Philadelphia, *The Camera*, is the only best photographic monthly. It brings results. Average for 1908, 8,826.

Philadelphia, *Confectioners' Journal*, mo. Average 1907, 5,514; 1908, 5,517 (©©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for June, 1909, 151,753; the Sunday *Press*, 169,976.

Washington, *Reporter and Observer*, eve. and morn. dy. av. '08, 11,734. They cover the field.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1908, 15,944. In its 35th year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, *Dispatch and Daily*. Average for 1908, 19,471.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation, 1908, 18,185—sworn.

Providence, *Daily Journal*. Average for 1908, 20,210 (©©). Sunday, 25,861 (©©). *Evening Bulletin*, 48,373 average 1908.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R.I. Aver. 6 mos., 6,066.

SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 1908, 4,888.

Columbia, *State*. Actual average for first six months, 1909, daily (©©) 14,490, Sunday (©©) 14,961.

Spartanburg, *Herald*. Actual daily average circulation for 1908, 2,992.

SOUTH DAKOTA

SiouxFalls, *South Dakota Farmer*. Best Mail Order Medium. The only weekly farm paper in the state.

TENNESSEE

Knoxville, *Journal and Tribune*. Week-day av. year ending Dec. 31, 1908, 15,886. Week-day av. November and December, 1908, 16,909.

Memphis, *Commercial Appeal*, daily, and Sunday, average first 6 mos., 1909: Daily, 43,980; Sunday, 70,015. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1906, 31,486; for 1907, 36,206; for 1908, 36,554.

TEXAS

El Paso, *Herald*, March aver. 10,002. Only El Paso paper examined by A. A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley. Average for 1908, 4,775. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1908, 8,403. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1908, 3,327. Only Montpelier paper examined by the A. A. A.

Rutland, *Herald*. Average, 1908, 4,556. Only Rutland paper examined by A. A. A.

St. Albans, *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

VIRGINIA

Danville, *The Bee*. Av. 1908, 3,066; Sept., 1909, 3,767. Largest circulation. Only evening paper.

WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Aug. '09, cir. of 65,353 daily, 81,532 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor 6,997,466 lines.

Tacoma, *Ledger*. Average 1908, daily, 18,733 Sunday, 28,729.

Tacoma, *News*. Average for year, 1908, 18,768.

WISCONSIN

Janesville, Gazette. Daily average, Sept., 1909, daily, 5,868; semi-weekly, 1,809

Madison, State Journal, daily. Actual average for 1908, 8,090.

Milwaukee, Evening Wisconsin, daily. Average for July, 1909, 40,907 (20). The great Home Paper of Wisconsin.



Milwaukee, The Journal, evs., Ind. daily. Daily average for 12 mos., 68,787; for Sept., 1909, 61,784; daily gain over Sept., 1908, 5,140. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for April, 1908, 9,848. Examined by A. A. A.

Racine, Journal, daily. Av. for 12 months ending July 1, 1909, 4,813; June, 4,840.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended June 30, 1909, 60,763. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,439

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1908, 18,923; Sept., '08, 16,408; Sept., '09, 19,978; H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Av. for 1908, daily, 37,098; daily Aug., 1909, 41,697; weekly 1908, 27,428; Aug. 1909, 26,081.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1908, 17,645. Rates 56c. in.

Winnipeg, Telegram, dy. av. for 9 mos. to Apl. 30, '09, 28,445. Weekly, same period, 29,816.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1908, daily 99,239, weekly 46,939.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington. D. C. (20), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Champaign News is the leading Want ad. medium of Central Eastern Illinois.

THE Chicago Examiner with its 680,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and thence why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

RATE

All Classifications One Cent Per Word. Only Sunday Paper in Indianapolis.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

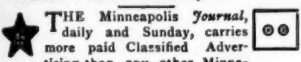


THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Sept., 1909, amounted to 228,172 lines; the number of individual ads published were 31,644. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



CIRCULATION THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the 8 months ending August 31st, 1,449,994 lines of classified advertising. Rates: 1 cent a word, cash by Am. News- with order;—or 10 cents a line, paper D'tory where charged—daily or Sunday.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,206 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 60% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adverting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 31,351. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

THE Sioux Falls *Daily Press* carries 40% more advertising than any other South Dakota paper; 100% more of Want ads.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed. Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The Mobile *Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to THE *Evening and Sunday Star*. Average, 1908, 36,762 (OO).

GEORGIA

Atlanta *Constitution* (OO). Now as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. THE *Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *Grain Dealers Journal* (OO), Chicago, the grain trade's accepted medium for "Want" ads. *The Inland Printer*, Chicago (OO). Actual average circulation for 1908, 15,866.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,845 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1850. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (☉☉). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (☉☉). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York Herald (☉☉). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OREGON

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1908, 95,349; *The Sunday Press*, 133,984.

THE PITTSBURG
(☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (☉☉). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle *Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (☉☉), is backed by 64 years of square dealing.

Business Going Out

The Towle Maple Syrup Company, through Lord & Thomas, of Chicago, is sending out orders to Western papers for 1,840 lines.

Frank Presbrey Company, New York, is sending out orders to Sunday papers for ten lines for one year.

Lydia Pinkham, through the Wetherald Agency, of Boston, is contracting with Western papers for 2,000 inches, to be used in two years.

Orders for twenty-eight lines, fifty-two times, are going out from the Volkman Agency, of New York, to Western papers. The business is for Dr. Kline's Institute.

The *Smart Set Magazine* is using 1,000 lines in semi-weekly papers through J. Walter Thompson, of New York.

The Waltham Watch Company, through Robert McMullen, of New York, is sending out contracts for 5,000 lines.

The Staples Adv. Agency, Inc., Richmond, Va., is placing copy in Southern agricultural papers for A. S. Lee & Sons, and for the Coe-Mortimer Company, both of Richmond, Va.

The Rowland Agency, New York, has been sending out requests to New England papers for rates on 2,000 and 5,000 lines.

J. N. Morgan, New York, is using 760 lines in the South, for the *Woman's Home Companion*.

A. Guggenheimer, through the Gardner Agency, of St. Louis, is contracting for 10,000 lines in the West.

The Paris Medicine Company, of St. Louis, is placing copy direct in a list of papers in the Southwest and on the Pacific Coast.

The Long-Critchfield Corporation, Chicago, is sending Pacific Coast weeklies orders for 230 lines, to be used for Stuart's Plasters.

The Kentucky Co-Operative Distilling Company is placing 15,000-line contracts with Western papers, through the Snitzler Agency, of Chicago.

The Pacific Coast Condensed Milk Company is making 14,000-line contracts in the Southwest through the Mahin Agency, of Chicago.

Arnold & Dyer, Philadelphia, are sending out 10,000-line contracts to Western papers for the Corn Products Company.

The Swanson Rheumatic Cure Co., through C. H. Clarke, of Chicago, is using 7,000 lines in the Southwest.

Nelson Chesman, St. Louis, is sending yearly contracts to Western papers for Mrs. M. Summers.

The Hayner Distilling Company, Dayton, O., is sending orders direct to Southern papers for 1,000 inches.

The Studebaker Automobile Company is using 5,000 inches in Southern weeklies, through Frank Seaman, Inc.

The White Star Steamship Company, through Albert Frank & Co., of New York, is placing orders for fourteen lines, to run three months, in Pacific Coast papers.

The M. Junkin Agency, Chicago, is placing contracts with Southern papers for 7,000 lines for Russell Brewster.

J. Walter Thompson, New York, is sending out orders to papers for 3,000 lines, to be used for Apollinaris Water.

The Carter Medicine Company, New York, is sending orders direct to Western papers for two and one-half inches, e. o. d., to run for three years.

The Morse International Agency, New York, is handling the advertising of Creta Creme, a product of the I. W. Lyon Company. Copy measures twenty-eight lines, and will run three times a week for one year. Pacific Coast papers are now receiving orders.

L. Lewis, New York City, is sending out orders of 784 inches for Huyler's.

The Detroit office of the J. Walter Thompson Company is sending out 112-line copy to the agricultural press for Husen Bros., Tecumseh, Mich. (Feed Cookers.)

W. B. Jones, Binghamton, N. Y., is sending 10,000-line contracts to Western papers for Dr. Howard.

The Sanitol Chem. Lab. Company, through the Gardner Agency, of St. Louis, is using seventy-four lines, twenty-six times, in Pacific Coast papers.

The Mahin Agency, of Chicago, is handling the account of Dr. W. Coffee. Western papers are receiving contracts for 10,000 lines.

The Union Pacific Railroad is sending out 10,000-line contracts to Western papers through Lord & Thomas, of Chicago.

E. H. Clarke is using 5,000 lines in the South.

The Chicago, Milwaukee & St. Paul Railroad is placing 600 inches in papers in the Southwest, through Lord & Thomas, of Chicago.

Lord & Thomas, New York, are sending Northwestern papers orders for 500 inches, to be used by the Cole Mfg. Company.

The Butterick Pub. Company is extending its advertising to the South, using 5,000 lines. R. M. McMullen, of New York, handles the account.

J. L. Stack, Chicago, is sending out some additional contracts to Western papers for Wm. Wrigley Company.

CHICAGO NOTES.

Benson & Easton, Corn Exchange Bank, are sending out orders for H. Paulman & Co., 100 or more inches to be used daily.

Nelson, Chesman & Co, Trude Building, are sending out orders to dailies for the Chickasaw Chemical Company.

D'Arcy Advertising Company, St. Louis, are placing 5,000-line contract in Canadian papers for the Pure Gold Manufacturing Company, Toronto.

Lord & Thomas are making contracts for the Union Pacific Railroad, half cash and half transportation.

Williams & Cunnyngnam, Heyworth Building, are putting out Quaker Oats copy, three and five-inch double column in a large list of Eastern dailies.

Lord & Thomas are placing contracts for Funsten Bros. & Co., St. Louis, Mo., in a large list of farm papers.

McJunkin Advertising Agency is using daily newspapers for Russell Brewster Company. Investments.

Grand Rapids Veterinary College, Grand Rapids, Mich., is placing contracts direct in farm papers. Small-sized copy is used to run continuously.

Trowbridge & Niver, Chicago, are using farm papers. Contract calls for 400 lines and the business is placed through Lord & Thomas.

Gundlach Advertising Agency, Tribune Building, is placing in farm papers \$201-line copy for Babson Cream Separator.

Lord & Thomas are sending out additional orders for Chicago, Milwaukee and St. Paul Railroad. Farm papers are mostly used and contract calls for 1,000 lines.

Arthur B. Freeman, formerly advertising manager Yonker Bros.' drygoods house, Des Moines, Ia., has joined the copy department of the Ben-Leven-Nichols Agency.

Babson Phonograph Co. is using large space again this fall, through Gundlach Advertising Agency.

Montgomery Ward & Co. are sending out business through the J. L. Stack Agency. Copy is 124 lines. Farm papers and mail-order monthlies are being used mostly.

ST. LOUIS-KANSAS CITY NOTES.

The A. B. C. Motor Vehicle Manufacturing Company, St. Louis, Mo., has started a campaign in a big list of agricultural publications to push its line of automobiles. H. W. Kastor & Sons' St. Louis Office is sending out orders for fourteen-line display copy to run in November issues.

The C. M. Wooster Company, R. A. Long Building, Kansas City, is conducting an extensive campaign in agricultural papers published in the Central and Southwestern States advertising Texas lands. Full-page advertisements are being used. The business is being placed by the Horn-Baker Advertising Company, of Kansas City.

The McDonald Bros. Pitless Scale Co., Pleasant Hill, Mo., has begun a campaign in a large list of farm papers published in the Central and Southwestern States to advertise its wagon scales. Long-Critchfield Corporation, Chicago, is placing orders for forty-two-line space to run twenty-four times.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office
1536 BROADWAY, NEW YORK CITY

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

The Washington (Pa.) Record

Covers a district with 125,000 good, comfortable lives. Rich, active and retired citizens; skilled and well-paid mechanics and workmen—a community of homes, people who buy. The consumption of household articles here is very near remarkable. You can sell your commodity by reaching the very cream of the trade with your announcement in the **Washington (Pa.) Record**. Send for sample copy, rates, full data.

H. W. Kastor & Sons' St. Louis office is sending out orders to farm papers and the weekly editions of dailies published in the South for I. Abraham, same city, buyers of furs and skins. Forty-line display copy is being ordered in November issues.

The Shawhan Distilling Company, Kansas City, is sending out orders through H. W. Kastor & Sons, same city, to a large list of dailies and weekly editions of dailies published in the Central, Western, and Southern States advertising mail-order whiskey. One hundred and forty-line display copy is being used.

Dr. Chamlee & Co., St. Louis, is sending out orders to a large list of mail-order publications to start with November issue. Thirty-eight-line display copy is being used. H. W. Kastor & Sons' St. Louis office is placing the advertising.

The U. S. Sales Company, St. Louis, Mo., has begun a campaign in farm papers published in the Central West, advertising musical instruments on credit and full courses of instruction on the instalment plan. Twenty-eight-line display copy is being used. The advertising is being placed direct.

Funsten Brothers, St. Louis, have begun a campaign in a large list of farm papers, mail-order publications and the weekly editions of dailies advertising for furs and skins. Fifty-six and twenty-eight line display copy is being used in October issues. Orders are going out through Lord & Thomas, Chicago.

Nelson, Chesman & Co., St. Louis, are placing orders in a selected list of farm papers published in the Central West for the C. F. Blanke Tea & Coffee Company, same city. Orders are going out for sixty-line display copy to start with October issues.

The St. Louis-Southwestern Railway is conducting a campaign in a selected list of agricultural publications in the Central West and Eastern States, advertising farm lands along its lines in the rice-growing districts of Arkansas. A series of very attractive ads aggregating 100 lines space is being used. The Gardner Advertising Agency, St. Louis, is placing the advertising.

The F. A. Gray Advertising Company, Kansas City, is sending out renewal orders to farm papers in the West and Southwest for the Butler Manufacturing Company, same city, manufacturers of steel grain bins and watering troughs.

The St. Louis Billposting Company are posting boards in St. Louis for "Asthmador," a remedy for asthma and bronchial affections.

The St. Louis Billposting Company have inaugurated a six months' campaign in St. Louis for Towle's Log Cabin Syrup.

The St. Louis Billposting Company are posting boards in St. Louis for the advertising of "Contract" Cigars.

The Gardner Advertising Company, St. Louis, is placing orders in a list of fifty metropolitan dailies published in the Central Western States for the Missouri, Kansas & Texas railroad. Large display copy is being used to advertise the "Katy Limited," a new train de luxe just placed in service between St. Louis and Houston, Texas. Contracts for 5,000 lines are being taken out.

H. W. Kastor & Sons' Kansas City office is sending out renewal orders to agricultural publications in the West and Northwest for the Sheffield Gas Power Company, same city, advertising gasoline engines. Orders for fifty-six line display copy are going out for October insertion.

The Central Cutlery Company, St. Louis, is sending out renewal orders through the D'Arcy Advertising Company, same city, to a list of farm papers, advertising razors on the mail-order plan. Fifty-six line display copy is being used.

Dreyfus, Jones & Co., Kansas City, are placing orders in a big list of dailies, and weekly editions of dailies published in the South and West, advertising their mail-order whiskies. Copy and orders for fifty lines display are being sent out through H. W. Kastor & Sons' Kansas City office, to run till forbid.

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BOSTON ITEMS.

Wood, Putnam & Wood are sending out orders for the advertising of the Barstow Stove Company, Providence R. I. The orders are for nine inches, twice a week, for six months. This agency is also sending out a few orders amounting to 300 inches in newspapers for the advertising of Puritanated Coffee, the product of Clark, Coggin & Johnson, Boston.

The Eaton, Crane & Pike Company, Pittsfield, Mass., are adding to their list of high-grade magazines for the advertising of their fine correspondence papers. The account is in the hands of Calkins & Holden, New York.

Copy is going out from month to month to magazines for the advertising of the Cementum Sales Company, manufacturers of Cementum Glue. This business is handled by the Boston office of the J. Walter Thompson Company.

The P. F. O'Keefe Agency have sent out orders to a large list of New England dailies, covering large space, for the Henry Siegel Company, one of Boston's largest dry goods houses.

The publishing houses of Boston are making their plans for the fall and winter advertising of their new books.

Houghton, Mifflin & Co. announce the publication of several important publications, and are using page copy in leading magazines and metropolitan dailies. This business is handled by E. H. Haven, New York and by Wood, Putnam & Wood, of Boston.

Little, Brown & Co. are spending their money in literary magazines, which will be used regularly, and large newspapers. Their contracts go through the Morse International Agency.

The Robinson Detective Agency, at 43 Tremont Street, is using one inch space in suburban Boston papers, and in larger cities throughout New England. The copy runs e. o. d. from one to six months.

The Cowen Agency, John Hancock Building, is placing the advertising of Curtis & Cameron, exploiting the Copley Prints.

E. D. Kollock, 6 Beacon Street, is making exchange arrangements with newspapers for the advertising of the Hotel Nottingham and Hotel Oxford.

The P. F. O'Keefe Agency have made up a list of leading magazines for the advertising of the Colt Fire Arms Company, Hartford, Conn. Contracts go out within a short time.

The New England office of N. W. Ayer & Son has secured an appropriation for next year's advertising of the New England Confectionery Company, "Necco Sweets." Large space in leading periodicals will be used, and contracts will be placed within a few weeks.

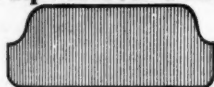
The A. W. Ellis Agency has secured an appropriation from J. Spaulding & Sons, Rochester, N. H. The initial campaign will go into the *Saturday Evening Post* and *Collier's Weekly*. This is to exploit "Fether-Lyte" Shoe Trees. After the first of the year, it is expected that more publications will be added to their list.

Caines' College of Physical Culture is asking for rates from New England newspapers. Small space is to be used to advertise Professor Caines' correspondence courses.

Wm. Foster, of the Spafford Agency, is placing the newspaper advertising of Stovnic. He is also sending out orders to New England papers on the advertising of Wingold Flour.

The C. Brewer Smith Agency, 84 State street, is placing large copy for the Riker-Jaynes Drug Company. The entire New England appropriation of this concern is handled by this agency.

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